

Attachment 9

*Reference for Water Environmental
Awareness Activities
(Only in Electronic Version.)*

**JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)
SOCIALIST REPUBLIC OF VIETNAM
MINISTRY OF NATURAL RESOURCES AND ENVIRONMENT (MONRE)**

**THE PROJECT
FOR
STRENGTHENING CAPACITY
OF
WATER ENVIRONMENTAL MANAGEMENT
IN
VIETNAM**

**REFERENCE FOR WATER ENVIRONMENTAL
AWARENESS ACTIVITIES**

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JICA EXPERT TEAM

SOCIALIST REPUBLIC OF VIETNAM

The Project for Strengthening Capacity of Water Environmental Management in Vietnam

Reference for Water Environmental Awareness Activities

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Attachments

Attachment TRN:	Training on Environmental Awareness Activities
Attachment HNI*:	Environmental Awareness Activities by HNI DONRE
Attachment HPG*:	Environmental Awareness Activities by HPG DONRE
Attachment TT-HUE*:	Environmental Awareness Activities by TT-HUE DONRE
Attachment HCMC*:	Environmental Awareness Activities by HCMC DONRE
Attachment BRVT*:	Environmental Awareness Activities by BRVT DONRE

Note *: Only in electronic version.

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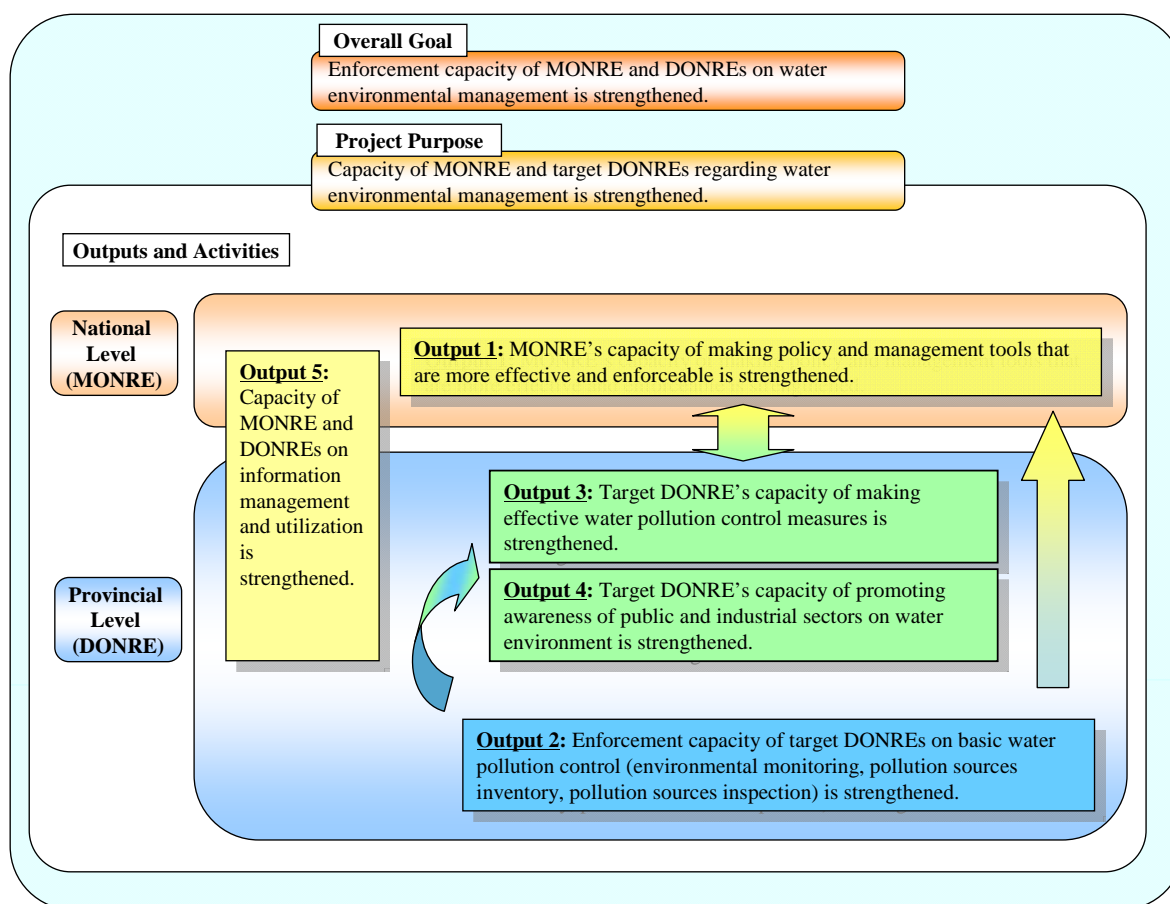
CHAPTER 1 INTRODUCTION

1.1 BACKGROUND

The Project for Strengthening Capacity of Water Environmental Management in Vietnam has been executed to achieve the “Project Purpose” in the project and “Overall Goal” within a few years after the completion of the Project. “Project Purpose” and “Overall Goal” are as follows.

- 1) Project Purpose: “Capacity of MONRE and target DONREs regarding water environmental management is strengthened”
- 2) Overall Goal: “Enforcement capacity of MONRE and DONREs on water environmental management is strengthened”

In order to achieve the project purpose and the overall goal, the Project sets out five specific outputs (Outputs 1-5) as shown in the figure below. Among five outputs, Output 4 is “Target DONRE’s capacity of promoting awareness of public and industrial sectors on water environment is strengthened.”



Source: Prepared by JET based on R/D and M/M agreed on 8th January, 2010

Figure 1.1-1 Overall Structure of the Project

The concerned government officers in charge of awareness raising in each target DONRE have made great efforts with the assistance of JET, in order to strengthen the capacity for Output 4. The officers has implemented various environmental awareness activities such as holding workshops and seminars for water environment management, developing awareness tools including signboard and banners, publishing guidebooks for industrial wastewater management. To sustain the effects of the project after completion of the project, preparation of a technical cooperation material compiling the

experiences of environmental awareness activities by each DONRE must help the concerned officers. To be referred to in the process of future environmental awareness activities, this reference has been prepared as a technical cooperation material.

1.2 PURPOSE

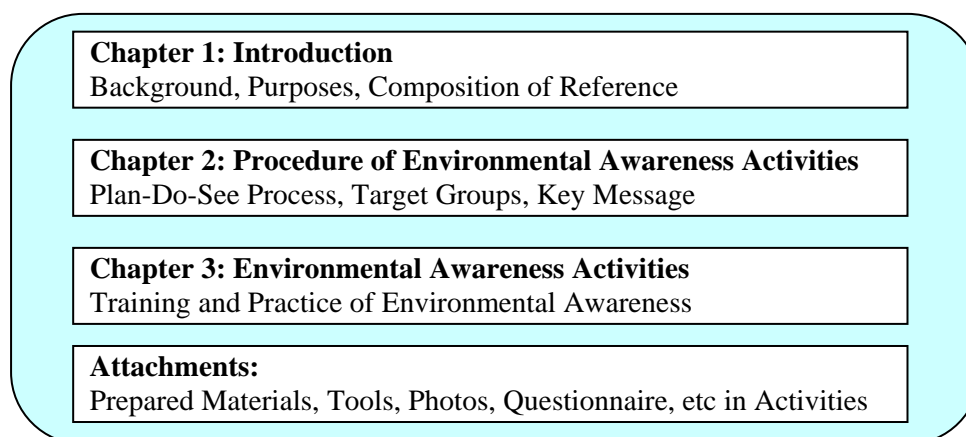
The purposes of the reference are as follows. Ultimately, this reference can provide some hints for daily environmental awareness activities by each DONRE from the planning stage to evaluation and reflection stages.

- 1) To capture procedures, implemented activities, evaluation results, lessons learnt on environmental awareness activities in the project
- 2) To share experiences of environmental awareness activities among all DONREs in Vietnam.

In this regard, the officers should not be forced to read the reference from the beginning to the end. They should rather take a look at anywhere they are interested in.

1.3 COMPOSITION OF REFERENCE

The reference is composed of three chapters and attachment as shown in Figure 1.3-1. Chapter 1 tries to introduce this reference by mentioning background, purposes, and composition of the reference. Chapter 2 shows the procedure of environmental awareness activities by applying “Plan-Do-See” process and stressing importance of setting target groups and key message to be delivered. Chapter 3 summarizes the training as Off the Job Training (Off JT) and the practices of environmental awareness activities by DONRE as On the Job Training (OJT). The essences of the activities are summarized by applying the concept of “Plan-Do-See”. Attachments delineate the activities mentioned in Chapter 3 by compiling prepared materials, tools, photos, questionnaire including results, etc., used in the activities.



Source: Prepared by JET

Figure 1.3-1: Composition of Reference

CHAPTER 2 PROCEDURE OF ENVIRONMENTAL AWARENESS ACTIVITIES

2.1 ENVIRONMENTAL AWARENESS

Environmental awareness is of importance for protecting natural environment through encouraging the target group to change their behavior.

Regarding water environment management, keeping clean water environment is the core issue through balancing with various developments. The following figure shows the schematic objective trees to attain the objective “Keeping clean water environment”. To attain the objective, two measures such as improving treatment facilities including cleaner production and discouraging polluters from discharging wastewater are needed. To realize two measures, three sub-measures such as enforcing regulations, enforcing penalties, and raising awareness are needed. It is manifested that only one sub-measure cannot lead to attaining the measures. Taking all three sub-measures is crucial to attain the measures. Awareness raising itself cannot improve the situation and this is the limitation of the environmental awareness, but awareness raising is very effective if it is executed with necessary regulations and enforcing penalties.

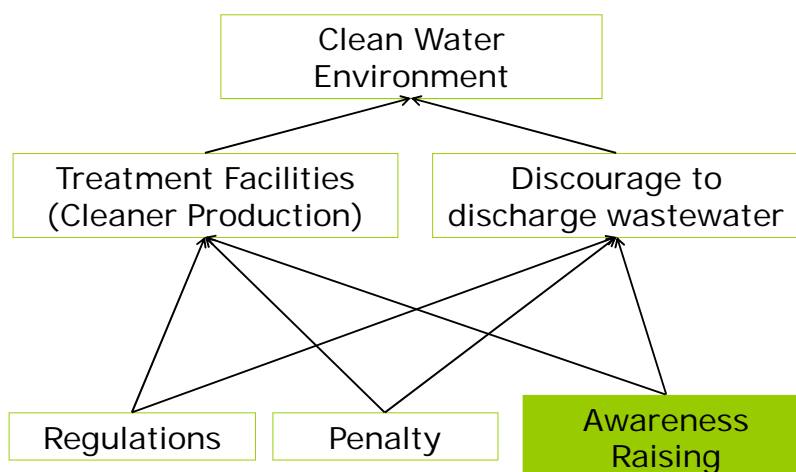


Figure 2.1-1: Position of Awareness Raising to keep clean water environment

(2) Environmental Awareness VS Environmental Education

The characteristics of environmental awareness by comparing to environmental education is summarized as table below. The definition of environmental awareness depends on countries. The table shows the definition of each word in Japan. Generally, it takes long time to educate people in environmental education. The topics are wide and comprehensive in the education. The target of the education is kids or students. On the other hand, environmental awareness is not long time effort and the topics are narrower but more specific than education. The target in the awareness is generally adults.

Table 2.1-1: Comparison between Environmental Education and Environmental Awareness

	Education	Awareness
Time of Activity	Long Term Effort	Short Term Effort
Characteristics	To deepen understanding and develop human resources	To promote awareness and changing behavior
Topics	Wide/Comprehensive	Narrow/Specific
Main Target Group	Kids/Students	Adults
Remarks	Need cooperation by Education Dept.	Cooperation by other depts. is not always needed.

We should know the difference between young and old. The younger the target group of an activity is, the more flexible the reaction from the activity is. The older the target group of an activity is, the more stubborn the reaction from the activity is. You may have experiences that kids accepts to change their behavior and adults are reluctant to change their behaviors. The difference between kids and adults and the difference of the target group between environmental education and environmental awareness are shown in Figure . Each DONRE should consider implementation of both environmental education and environment awareness in the long run. It seems that Japanese government put more emphasis on environmental education than environmental awareness, some examples of environment educations are introduced in this output.

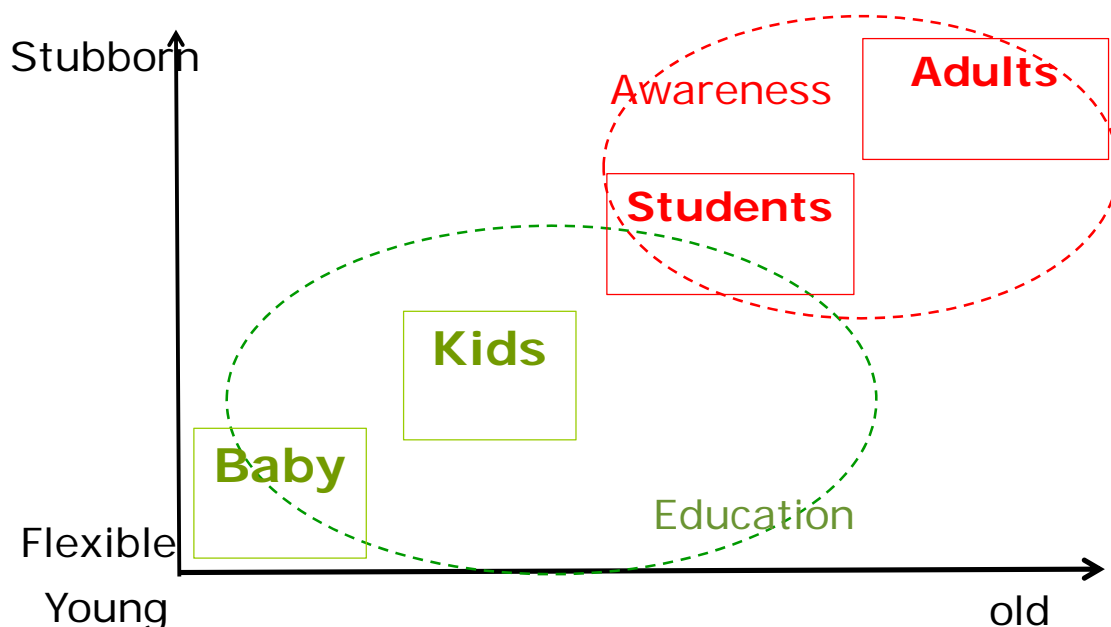


Figure 2.1-2: Target of Awareness and Education in Life Stage

2.2 PROCEDURE OF ACTIVITIES

Environmental awareness activities are executed through taking a process, to obtain effectiveness and efficiency. The process is largely divided into three: 1) Plan, 2) Do, and 3) See. The process is called “Management Cycle” or “Plan-Do-See”. The management cycle is mainly used in quality control to improve the service and products. Toyota, one of the Japanese automobile manufacturers, is the top in applying this cycle in the world.

1) Plan (Planning)

In environmental awareness activities, the concerned officials firstly make a plan of the activities such as setting goal, objectives, target groups, messages, activities to be implemented, etc.

2) Do (Implementation)

Based on the plan formulated in 1) plan, the officials implement the activities. The officials have to refer the plan frequently during the implementation of the activities.

3) See (Evaluation/Reflection)

The officials evaluate the output of the activities and find lessons learnt through the experienced activities. The countermeasures how to improve the activities are reflected to a plan of other activities or the revised plan of the same activities.

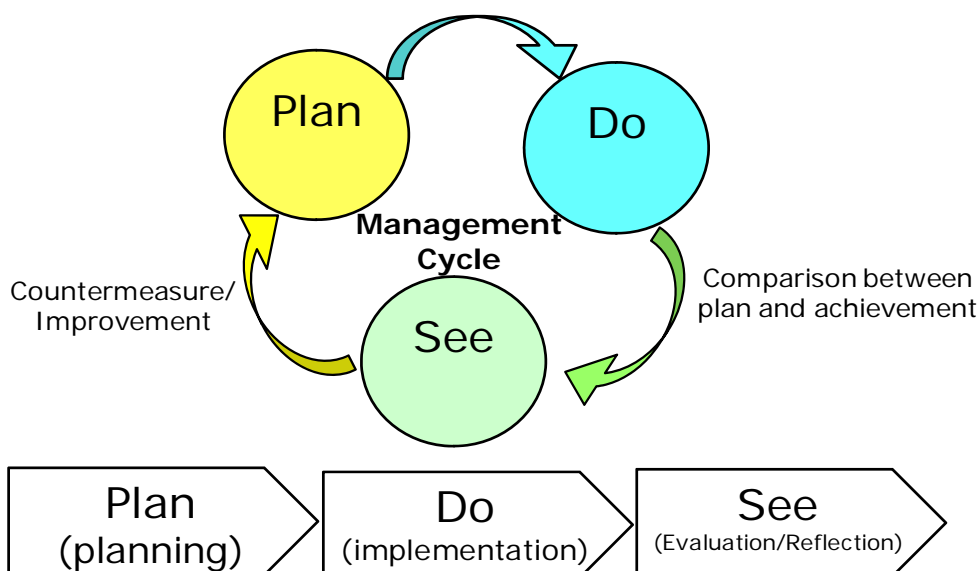


Figure 2.2-1: Plan-Do-See Management Cycle

2.3 PLAN

Plan for your environmental awareness activity basically should consists of the following items.

- (1) **Background (Identification of ideal, problems, reality)**
- (2) **Purpose of Plan (Goal Setting)**
- (3) **Target Group**
- (4) **Key Message**
- (5) **Media to deliver the message**
- (6) **Schedule (plan of operation)**

(1) Understanding of Ideal, Problems, Reality

To make a plan, the officials should understand the ideal, reality, and problem. The problem is generally defined as the gap between ideal and reality. To reach the ideal situation, the gap should be filled. The way of filling the gap is the solution of the problem.

To be specific, the followings are to be clarified.

- ✓ What is a problem?
- ✓ Why is the problem?
- ✓ Who are related with the problem?
- ✓ Why does the problem happen?
- ✓ Where does the problem happen?
- ✓ When does the problem happen?

After clarifying these, you should come up with the solution of the problem. Plus, you should consider if or not environmental awareness activities can be really solution.

The above information regarding the problems and ideal situation can be used as “Background” of the activities in reports.

(2) Goal Setting

To keep the environmental awareness activities on the right track, goal setting is crucial. You should set the goal itself and the level of the goal by taking into account the reality you have looked in the above, “(1) Understanding of Ideal, Problems, Reality”.

First, you should identify the level of the goal. The following figure illustrates the example of climbing mountains. There are various kinds of mountains in the world from low mountains such as mild hill to high mountains such as Himalayan Range. The lower the mountain is, the easier climbing is. The higher the mountain is, the more challenging climbing is. If you decide to climb high mountains, you need to have physical strength, experiences, skills and equipment to climb high mountains.

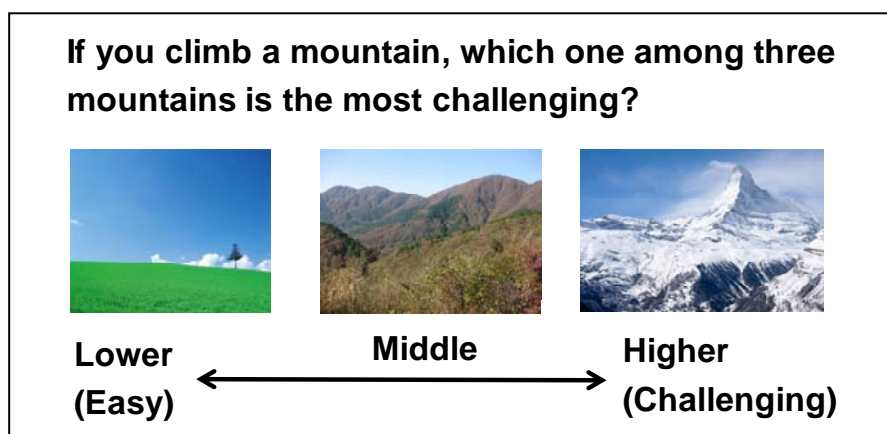


Figure 2.3-1: Goal Setting in case of Climbing Mountains

In environmental awareness activities, there are five levels: 1) attention, 2) knowledge, 3) attitude, 4) intention, and 5) behavior.

1) Attention

At this first level of influence communication makes the problem at hand an issue of concern for the regulated community.

2) Knowledge

At the knowledge level communication is pure informative. It raises the knowledge about environmental problems, regulations, the enforcement, etc.

3) Attitude

To convert the knowledge of the environmental problem, the regulations and the enforcement into a positive opinion towards compliance, it is necessary to add communication at the attitude level. Explain the reasoning behind the regulation and make the regulated community aware of their individual contribution to the environmental pollution and their responsibilities.

4) Intention

Transforming a positive attitude into an intention to change behavior, to comply, asks for another level of communication. This level creates the desire to comply, by making compliance more attractive (rewarding) or by making it unattractive no to adjust your behavior (punishing). Communications can make these positive and negative impulses known to the community.

5) Behavior

Finally a positive intention must lead to an actual change in behavior. Communication at this level facilitates compliance.

The ultimate purpose of the environmental awareness activities is to change behavior of the target groups, but it is difficult. The above five levels tell us the steps to change behavior through catching attention, providing knowledge, changing attitude, encouraging intention. Long term and continuous efforts are necessary to change the behavior of the target groups. To set the goal of the environmental awareness activities, you should consider the above levels for both reality and ideal. As mentioned in Figure 2.3-2, changing behavior is more challenging than others in general.

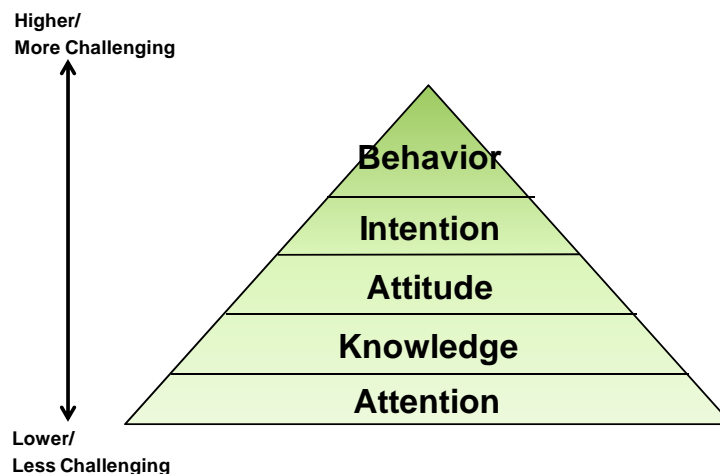


Figure 2.3-2: Goal Setting in Awareness Raising Activities

(3) Target Group

To conduct the effective and efficient activities, it is important to identify the target group. If you run a boutique shop and would like to distribute advertisement to sell beautiful dresses for young ladies, to whom you should distribute? It is obvious that distributing to young ladies is more effective to make them know about your shop.

If you find the kitchen waste causes the water pollution, probably housewives are involved in the water pollution. In this case, which one is more effective and efficient? Awareness raising for the general public including kids, student, husband, office workers, industrial workers, etc.? Or, awareness raising for housewives in the river basin?

To make your environmental awareness activities more effective, it is significant to identify target group. It is easily not to specify the target group and raise awareness of “general public”. However, the probability of reaching your message through your activity is small when you raise awareness of “general public”, compared to the probability when you raise awareness of specific target group. The following table shows the characteristics of two cases: general public and target group.

Table 2.3-1: Comparison between General Public and Target Group in Public Awareness

	General Public	Target Group
	More General	More Specific
Benefit/Cost	Lower	Higher
Efficiency	Lower	Higher
Population Size	Larger	Smaller
Evaluation	More difficult	Easier
Message	General	Specific

There are several kinds of attribution in our society as shown in the table below. It is good idea to find the group influencing the environment by referring to the attribution.

Table 2.3-2: Attribution of Our Society

Attribution	1	2	3	4	5
Gender	Girls/Ladies	Boys/ Gentlemen			
School Age	Kindergar- ten	Elementary	Junior High	High	College /Universit y
Social Group	Youth Union	Women's Group	Veteran 's Group		
Business	1st Industry	2nd Industry	3rd Industr y		

(4) Message

You may have a long list of what you would like to say to the target group, but you should consider which one in the long list you really would like to say. Plus, the message should be clear to make the target group understand. The following points should be addressed to find a message.

- ✓ The target group really can understand the message?
- ✓ Message is simple enough to understand?
- ✓ Message contains essence that you want to say?

The message in the following Box is a bad example, because the message contains many information and it is difficult for the target group to understand what you really would like to say and expect. It is important to know key message and make it simple.

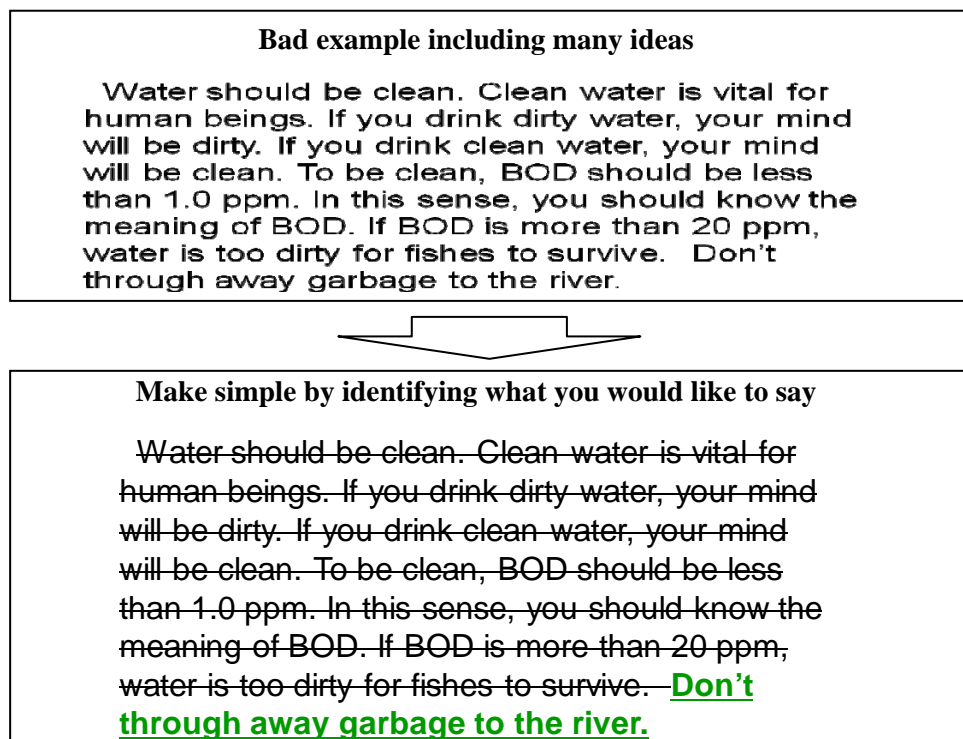


Figure 2.3-3: Find Key Message

(5) Media

To conduct public awareness, it is ideal to convey your message directly. However, the target group consists of plural persons and they are not in one confined location. To communicate with them, we need to use media such as TV, radio, news paper, internet, etc.

You can easily identify the most suitable media to deliver the message after identifying the target group. You should not decide media before identifying the target group. There are various kinds of media. The characteristics of media is summarized in the Figure below.


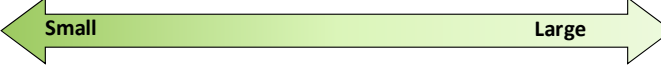

	Type of Media					
	Seminar/ Workshop	Brochure /Guide Book	Public Papers	News paper	Radio	TV
Depth of Information						
Impact						
Media Strategy						

Figure 2.3-4: Feature of Media

In addition to the media mentioned above, it is worth considering to use the following media as population accessing internet is increasing.

1. Website
2. Mail Magazine
3. Twitter
4. Facebook
5. YouTube



Figure 2.3-5: New Media(On-line Media)

For selecting the media, you should examine if or not the target group really can access the selected media and the target group really frequently will access the selected media. You should know what kind of media the target group usually accesses.

(6) Plan of Operation

After you clarify above (1) to (5), you should make a schedule for each activity. For monitoring purpose, you should decide person in charge for each activity. The following shows the example of a schedule for hand fan production.

Table 2.3-3: Plan of Operation

Activity	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Person in Charge
[Handfan Production]								Ms. XXX
Design								Ms. YYY
Production								Mr. ZZZ
Distribution								Ms. XXX

2.4 DO (IMPLEMENTATION)

(1) Considerations in Implementation

In implementation stage, you do what you have planned. It is crucial to follow the plan to produce the planned outputs and to attain the objectives. You should keep the plan and take a look at it frequently and day by day during the implementation stage, to keep your activities on the right track.

If you would like to attain the goal and planned objectives, you should stick to the plan. Planning is important, but it is not the end. Implementation of activities/actions based on the plan is needed to achieve the planned objectives and goal.

During the implementation, you should check the activity. If any delayed, take countermeasures to improve. This checking is called as “monitoring”. Monitoring is mentioned in 2.5.

(2) Awareness raising activities in Japan

As mentioned earlier, awareness raising activities in Japan put more emphasis on the environmental education as long effort process. The environment related government coordinates with education related government and schools. In environmental education in Japan, opportunities to know living environment of fish, insects, bird, etc. are provided. The education also addresses misery of past water quality accidents to change social mind set for water environment. Nowadays, the communication between government and community is getting active because community involvement is crucial to protect the natural environment including water environment. However, the theoretical approach for raising awareness activities is not established yet. It is still trial and error stage.

2.5 SEE

“See” in “Plan-Do-See process” covers evaluation and reflection. Why are evaluation and reflection important? The followings are the main reasons.

- Improving the quality of on-going projects/activities

- Improving the quality of other projects/activities
- Fulfilling transparency and accountability

(1) Monitoring /Evaluation

We see the activities in monitoring and evaluation process. The following illustrates the difference. Monitoring is conducted periodically during the project or activity. Evaluation is conducted after some certain parts or whole parts are completed.

What is Monitoring?

Checking of the progress of ongoing project

What is Evaluation?

Judgment of the results of a project after its completion

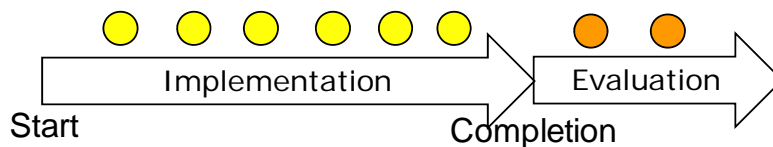


Figure 2.5-1: Monitoring and Evaluation

(2) Johari Window

The concept of Johari window is a good example to explain the importance of monitoring and evaluation. The Johari window is a concept developed by Mr. Joseph Luft and Mr. Harrington Ingham in 1955 in the United States, used to help people better understand their relationship with self and others.

Figure shows Johari windows. Open area, which is known by yourself and know by others, should be expanded for better communication and improve yourself. The area can be expanded by asking others about yourself and getting feedback as well as by telling and disclose yourself. For instance, if you disclose yourself more to others, then others will know more about you. If you get feedback by asking others both your strength and weakness, you can enhance your strength and improve your weakness. For environmental awareness activities, yourself can be replaced to activities in this concept. It is important for your activities to enhance good points and improve weak points by getting feedback.

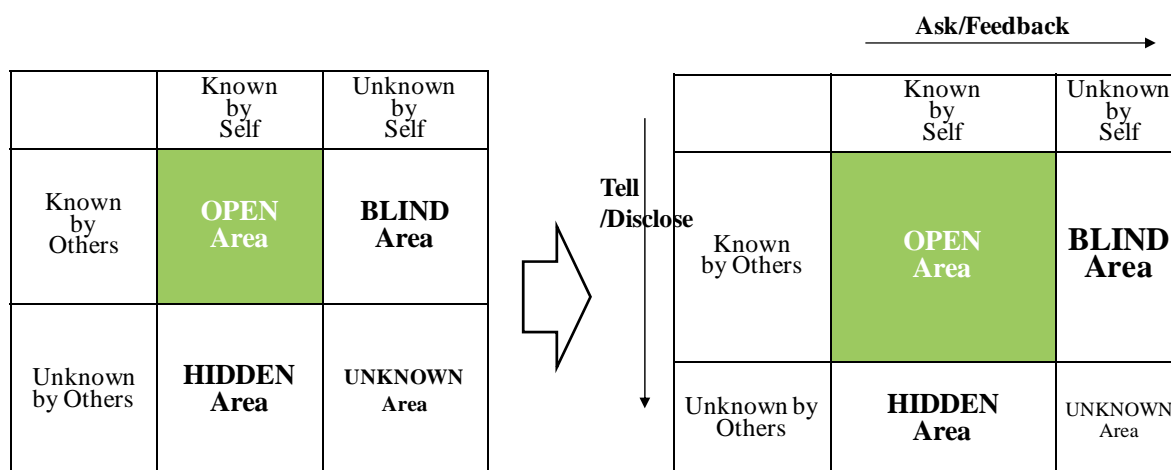


Figure 2.5-2: Johari Window (Left: original, Right: ideal)

(3) Evaluation Method

There are various evaluation methods as shown in the table below. For environmental awareness activities, questionnaire, observation, focus group interviews are mainly used.

Table 2.5-1: Feature of Evaluation Method

Method	Advantages	Remarks
Literature Survey	Economical and efficient	It is necessary to check the reliability of the information.
Direct Measurement	It provides numerical data on changes in circumstances and facts.	Data are purely factual, so other information and surveys are needed to analyze factors.
Questionnaire	Used very often; results are quantifiable.	Results can vary widely depending on sample size and question wording
Case Study	Provide comprehensive and detailed information	Difficult to generalize
Observation	This method provides qualitative data on the nature of changes that are observed.	Expertise in the particular area being studied is required.
Focus Group Interviews	Inexpensive and easy to implement	Personal bias by the researcher and respondents can easily influence results.

(4) Evaluation criteria

In evaluation field for any kinds of projects, the evaluation is conducted based on the following five items.

- ✓ **Effectiveness:** A measure of the extent to which an aid activity attains its objectives.
- ✓ **Efficiency:** A measure of the outputs -- qualitative and quantitative -- in relation to the inputs.
- ✓ **Impact:** The positive and negative changes produced by a development intervention, directly or indirectly, intended or unintended.
- ✓ **Sustainability:** A measure whether the benefits of an activity are likely to continue
- ✓ **Relevance:** The extent to which the activity is suited to the priorities and policies of the target group.

More criteria, more time and cost consuming but more broader views you can extract in the evaluation. At least, effectiveness should be evaluated in your activity and see if your objective is met or not. The followings can be checking points in terms of effectiveness.

- ✓ Understanding/Awareness Level:
What percentage of target group can understand the message?
- ✓ Behavior Level:
What percentage of target group changed behavior through the activity?

You check the above points before and after at least. It is also good to check it in the middle of the project period as mid-term review. Figure shows the schematic image of change of indicator. It is ideal to exceed the target level as shown with red dot line after the activity.

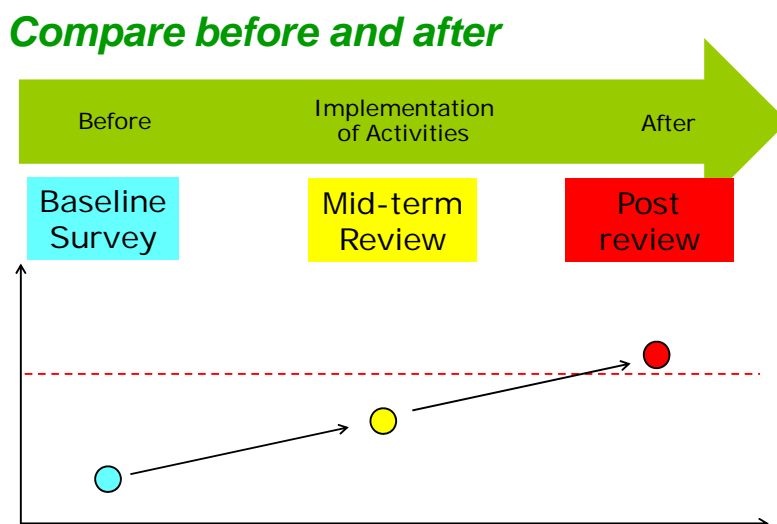


Figure 2.5-3: Schematic Image of Change of Indicator

(5) Reflection to upcoming activities

Finally, you extract findings based on evaluation results. You should examine both positive and negative aspects. You should examine what was successful in your activity and why, to draw recommendations for sharing applied practice to lead success. You also should examine what was unsuccessful in your activity and why, to draw recommendation for avoiding unsuccessful results in your next activity or other activities.

CHAPTER 3 ENVIRONMENTAL AWARENESS ACTIVITIES IN THE PROJECT

3.1 TRAINING OF ENVIRONMENTAL AWARENESS ACTIVITIES

3.1.1 Overview of Training on Environmental Awareness

The JET provided trainings for environmental awareness activities for C/Ps. The contents mentioned in Chapter 2 were addressed in the training. To encourage commitment and active participation by trainees, not only lecture but also exercises were introduced in the trainings. Most of the participants in five DONREs acknowledged the purpose of the training and actively participated in the trainings. Mainly applying “Plan-Do-See” process and identifying target groups and key message had been practiced in the activities as mentioned in 3.2.

3.1.2 Training for Each DONRE

Table 3.1-1 summaries training including date, participants, purpose, contents, lessons/feedback for each DONRE. More details of training are shown in Attachment TRN.

Table 3.1-1 Summary of Training for Environmental Awareness Activities

DONRE	Item	Description
HNI	Date	Oct. 31, 2012
	Participants	4 officers of HNI DONRE
	Purpose	1. To be able to set target and message to be delivered 2. To be able to identify optimal means to deliver message 3. To be able to review the activities and reflect lessons learnt to the following activities
	Contents	I. Lecture 1. Introduction : (1.1 Purpose of Training, 1.2 What is environmental awareness?, 1.3 Stage of Activities (Plan-Do-See)) 2. Planning: (2.1 Understanding of Ideal, Problems, and Reality, 2.2 Goal Setting, 2.3 Target Group, 2.4 Message, 2.5 Media, 2.6 Plan of Operation, 2.7 Summary of Planning) 3. Implementation: (3.1 Considerations in Implementation, 3.2 Awareness Raising Activities in Japan) 4. Evaluation and Reflection: (4.1 Importance of Evaluation and Reflection, 4.2 Johari Window, 4.3 Evaluation Method, 4.4 Evaluation Criteria, 4.5 Reflection to upcoming activities) II Exercise No.2 Johari Window (Importance of Receiving Feedback) (Exercise of No.1 and No.3 were omitted due to lack of time and small number of participants)
	Lesson/Feedback	- The venue was in an office room and was not suitable for the training. To avoid this, the trainer and the assistant should have carefully checked the arrangement for the venue. - Number of participants was small due to lack of prior notice. The trainer should have explained the importance of the training - Result of questionnaire survey shows that the contents of the training were well delivered to participants.
HPG	Date	Nov. 2, 2012
	Participants	10 officers of HPG DONRE
	Purpose	1. To be able to set target and message to be delivered 2. To be able to identify optimal means to deliver message 3. To be able to review the activities and reflect lessons learnt to the following activities
	Contents	I. Lecture 1. Introduction : (1.1 Purpose of Training, 1.2 What is environmental awareness?, 1.3 Stage of Activities (Plan-Do-See)) 2. Planning: (2.1 Understanding of Ideal, Problems, and Reality, 2.2 Goal Setting, 2.3 Target Group, 2.4 Message, 2.5 Media, 2.6 Plan of Operation, 2.7 Summary of Planning) 3. Implementation: (3.1 Considerations in Implementation, 3.2 Awareness Raising Activities in Japan) 4. Evaluation and Reflection: (4.1 Importance of Evaluation and Reflection, 4.2 Johari Window, 4.3 Evaluation Method, 4.4 Evaluation Criteria, 4.5 Reflection to upcoming activities) II Exercise No.1 Planning, No.2 Johari Window (Importance of Receiving Feedback), No.3 Evaluation
	Lesson/Feedback	- Result of questionnaire survey shows that the contents of the training were well delivered to participants. - Some participants thought the time of the training was short. - Most of the participants seem to be interested in Planning, though they understand the whole process of “Plan-Do-See” process.
HUE	Date	Oct. 26, 2012
	Participants	10 officers of TT-HUE DONRE
	Purpose	1. To be able to set target and message to be delivered 2. To be able to identify optimal means to deliver message 3. To be able to review the activities and reflect lessons learnt to the following activities
	Contents	I. Lecture 1. Introduction : (1.1 Purpose of Training, 1.2 What is environmental awareness?, 1.3 Stage of Activities (Plan-Do-See))

DONRE	Item	Description
		<p>2. Planning: (2.1 Understanding of Ideal, Problems, and Reality, 2.2 Goal Setting, 2.3 Target Group, 2.4 Message, 2.5 Media, 2.6 Plan of Operation, 2.7 Summary of Planning)</p> <p>3. Implementation: (3.1 Considerations in Implementation, 3.2 Awareness Raising Activities in Japan)</p> <p>4. Evaluation and Reflection: (4.1 Importance of Evaluation and Reflection, 4.2 Johari Window, 4.3 Evaluation Method, 4.4 Evaluation Criteria, 4.5 Reflection to upcoming activities)</p> <p>II Exercise</p> <p>No.1 Planning, No.2 Johari Window (Importance of Receiving Feedback), No.3 Evaluation</p>
	Lesson/ Feedback	<p>- Result of questionnaire survey shows that the contents of the training were well delivered to trainees.</p> <p>- Some trainees commented that evaluation and reflection is the part that had not been focused before, however, this would be the important item to carry out followed activities better.</p> <p>- Most of the participants seem to be interested in Planning, though they understand the whole process of "Plan-Do-See" process.</p> <p>- The venue for the training was fairly large for the number of the trainees.</p>
HCMC	Date	Oct. 23, 2012
	Participants	25 officers of HCMC DONRE
	Purpose	<p>1. To be able to set target and message to be delivered</p> <p>2. To be able to identify optimal means to deliver message</p> <p>3. To be able to review the activities and reflect lessons learnt to the following activities</p>
	Contents	<p>I. Lecture</p> <p>1. Introduction : (1.1 Purpose of Training, 1.2 What is environmental awareness?, 1.3 Stage of Activities (Plan-Do-See))</p> <p>2. Planning: (2.1 Understanding of Ideal, Problems, and Reality, 2.2 Goal Setting, 2.3 Target Group, 2.4 Message, 2.5 Media, 2.6 Plan of Operation, 2.7 Summary of Planning)</p> <p>3. Implementation: (3.1 Considerations in Implementation, 3.2 Awareness Raising Activities in Japan)</p> <p>4. Evaluation and Reflection: (4.1 Importance of Evaluation and Reflection, 4.2 Johari Window, 4.3 Evaluation Method, 4.4 Evaluation Criteria, 4.5 Reflection to upcoming activities)</p> <p>II Exercise</p> <p>No.1 Planning, No.2 Johari Window (Importance of Receiving Feedback), No.3 Evaluation</p>
	Lesson/ Feedback	<p>-Result of questionnaire survey shows that the contents of the training were well delivered to participants.</p> <p>- Some participants thought the time of the training was short.</p> <p>- Most of the participants seem to be interested in Planning, though they understand the whole process of "Plan-Do-See" process.</p>
BRVT	Date	Oct. 24, 2012
	Participants	6 officers of BRVT DONRE
	Purpose	<p>1. To be able to set target and message to be delivered</p> <p>2. To be able to identify optimal means to deliver message</p> <p>3. To be able to review the activities and reflect lessons learnt to the following activities</p>
	Contents (Tool/Mate rial)	<p>I. Lecture</p> <p>1. Introduction : (1.1 Purpose of Training, 1.2 What is environmental awareness?, 1.3 Stage of Activities (Plan-Do-See))</p> <p>2. Planning: (2.1 Understanding of Ideal, Problems, and Reality, 2.2 Goal Setting, 2.3 Target Group, 2.4 Message, 2.5 Media, 2.6 Plan of Operation, 2.7 Summary of Planning)</p> <p>3. Implementation: (3.1 Considerations in Implementation, 3.2 Awareness Raising Activities in Japan)</p> <p>4. Evaluation and Reflection: (4.1 Importance of Evaluation and Reflection, 4.2 Johari Window, 4.3 Evaluation Method, 4.4 Evaluation Criteria, 4.5 Reflection to upcoming activities)</p> <p>II Exercise</p> <p>No.1 Planning, No.2 Johari Window (Importance of Receiving Feedback), No.3 Evaluation</p>
	Lesson/ Feedback	<p>- Result of questionnaire survey shows that the contents of the training were well delivered to trainees.</p> <p>- Some trainees commented that evaluation and reflection were difficult to understand. This part should have been more elaborated.</p> <p>- Most of the participants seem to be interested in Planning, though they understand the whole process of "Plan-Do-See" process.</p>

Source: JET

3.2 PRACTICE OF AWARENESS ACTIVITIES

3.2.1 Overview of Awareness Activities

A variety of activities have been implemented in the project as shown in Table 3.2-1. In the first year, every DONRE experienced conducting a workshop to assess the needs by the target group. In the 2nd year, each DONRE formulated an activity plan to meet the needs. Activities for the 2nd year varied from each DONRE. Outline of each activity is shown in activity sheets in Section 3.2.3.

Table 3.2-1: Type of Activities by DONRE by Year

	Workshops /Seminar	Events	Handbook/ Guidebook	TV/Film	Tool Production
HNI	I & II	-	II	-	-
HPG	I & II	-	-	II	II
TT-HUE	I & II	II	-	-	II
HCMC	I	II	II	-	II
BRVT	I	-	-	II	-

Note: I stands for the first year activity, and II stands for the second year activity.

Source: JET

(1) Workshop/Seminar

All five target DONREs experienced conducting workshop in the first year. This workshop was the first step to assess the problems and needs in environmental awareness. The results of this workshop are the basic information to formulate activity plan for each DONRE.

In the 2nd year, HPG DONRE and TT-HUE DONRE conducted the workshop for industrial sectors. HNI DONRE conducted sector seminar for industrial wastewater management. They could deliver necessary information to enterprises such as regulations, incentives such as environmental fund, cleaner production, etc.

(2) Events

TT-HUE DONRE and HCMC DONRE had clean-up events for raising awareness of social groups and youth groups in the 2nd year. Both TT-HUE DONRE and HCMC DONRE collaborated with other organizations such as police, tourism organizations, social groups and youth groups etc. to conduct the events.

(3) Handbook/Guidebook

HNI DONRE and HCMC DONRE prepared handbook/guidebook for industrial wastewater management. The handbook/guidebook contains necessary information that enterprise manager should know.

(4) TV/Film

HPG DONRE prepared TV reportage on water environment protection of the Re River broadcasted in local TV. BRVT DONRE prepared environmental film on water environment protection of the Cua Lap River broadcasted in local TV.

(5) Tool Production

HPG DONRE installed signboard, showing the warning of deterioration of water environment, near the bridge of the Re river. TT-HUE DONRE produced T-shirts, banners, for the event as mentioned in (2). HCMC DONRE produced hand fans for the event also as mentioned in (2).

3.2.2 Activities by DONRE

Activities by DONRE are listed from (1) to (5).

(1) HNI

- HNI-1: Holding Awareness Raising Workshop on Industrial Wastewater Management
- HNI-2: Developing and Distributing Guidebook on Industrial Wastewater Management
- HNI-3: Holding Sector Seminar on Industrial Wastewater Management

(2) HPG

- HPG-1: Awareness Raising Workshop on Water Environmental Management in Re River
- HPG-2: Producing and Broadcasting TV Reportages on Re River Environmental Protection
- HPG-3: Designing and Producing Signboard on Re River Environmental Protection
- HPG-4: Holding Awareness Raising Workshop on Industrial Wastewater Management

(3) TT-HUE

- TT-HUE 1: Awareness Raising Workshop on Water Environmental Management in Tam Giang Cau Hai Lagoon

- TT-HUE 2: Organizing Simple Water Quality Test and Clean-up Events
- TT-HUE 3: Holding Awareness Raising Workshop on Industrial Wastewater Management

(4) HCMC

- HCMC 1: Holding Awareness Raising Workshop on Industrial Wastewater Management in Tan Quy Industrial Cluster
- HCMC 2: Developing and Distributing Guidebook on Industrial Wastewater Management
- HCMC 3: Organizing/Participating Garbage Clean-Up Event

(5) BRVT

- BRVT 1: Awareness Raising Workshop on Water Environmental Management in Cua Lap River
- BRVT 2: Producing and Broadcasting Environmental Film for Cua Lap River

3.2.3 Project Activity Sheet

Project activity sheets have been prepared to summarize each activity. The sheets summarize the experiences in planning stage, implementation stage, and evaluation stage based on “Plan-Do-See” process.

No.	HNI-1	
Activity	Holding Awareness Raising Workshop on Industrial Wastewater Management	
Planning	Identified problem	Enterprises are lacking knowledge on legislations, financial support and applicable technology on industrial wastewater management.
	Goal setting	<ul style="list-style-type: none"> - Enterprises will raise awareness on obligations, financial support, applicable technology on industrial wastewater management; - DONRE will get feedback on necessary measures to improve industrial wastewater management from enterprises and relevant organization.
	Target group	Enterprises, relevant governmental organizations and institutes.
	Key message	<ul style="list-style-type: none"> - Obligations for enterprises on industrial wastewater management - How to apply environmental protection fund - Examples of applicable technology
	Media/Mean (Reason)	Workshop To deliver detailed information and to get feedback from target group
Implementation	Date	8 th December 2011
	Venue	Bao Son Hotel
	Participants	Enterprises (mainly from Tu Liem and Ha Dong Districts), DONRE, DOIT, DOST, DARD of Hanoi City, DONRE of Tu Liem and Ha Dong Districts, Vietnam Chamber of Commerce and Industry (VCCI), Hanoi Environmental Protection Fund (HEPF), Hanoi TV, JET (52 persons)
	Tool/Material	<ul style="list-style-type: none"> - Presentation on industrial pollution control activities in Hanoi City (HNI EPA) - Presentation on legislations regarding industrial wastewater management(HNI EPA) - Presentation on access method to support for environmental investment by enterprises (HEPF) - Presentation on Japan’s experience in industrial wastewater management (JET) (See attachment HNI-1.1 for detail.)
	Scenery of activity	(See attachment HNI-1.2.)

Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 95% of the respondents expressed they improved awareness by the workshop. - The enterprises are willing to get more information on technology (40%), legislation (34%) and financial support (18%) for improving industrial wastewater management. (See attachment HNI-1.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - Enterprises expressed that they need three kinds of information, which are laws and regulations on wastewater management, wastewater treatment technology, and financial support scheme. - A participant from an enterprise commented that they already invested in a wastewater treatment facility by borrowing from a city bank. He did not know a preferential loan from EPF before. - Some participants in charge of environmental management in their enterprises are busy and have not only environmental management task but also many other tasks. Therefore it is difficult for them to understand all laws and regulations.
	Lessons and recommendations	<ul style="list-style-type: none"> - Result of questionnaire survey shows that the contents/messages of the workshop were well delivered to participants. - It is preferable to develop handbook to disseminate the information to more enterprises and for longer period.

No.	HNI-2	
Activity	Developing and Distributing Guidebook on Industrial Wastewater Management	
Planning	Identified problem	Enterprises are lacking knowledge on legislations, financial support and applicable technology on industrial wastewater management.
	Goal setting	<ul style="list-style-type: none"> - DONRE in collaboration with relevant organizations/institutions will develop handbook on industrial wastewater management; - Enterprises will raise awareness on obligations, financial support, and applicable technology on industrial wastewater management.
	Target group	Enterprises, relevant governmental organizations and institutes.
	Key message	<ul style="list-style-type: none"> - Obligations for enterprises on industrial wastewater management - How to apply environmental protection fund - Introduction on cleaner production and wastewater treatment technology
	Media/Mean (Reason)	Handbook
		To deliver detailed information to many enterprises for long period
Implementation	Preparation period	June to November 2012
	Reviewing period	November 2012 to January 2013
	Designing period	February 2013
	Tool/Material	<ul style="list-style-type: none"> - Manuscript for introductory guidebook - Introductory guidebook (See attachment HNI-2.1 for detail.)
	Scenery of activity	(See attachment HNI-2.2 .)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 94% of the respondents expressed their awareness was raised by the guidebook. - Respondents explained their ideas that the guidebook contained necessary information (94%), understandable (94%). 94% of respondents intended to keep the guidebook as reference. (See attachment HNI-2.3 for detail.)
	Comments from readers	<ul style="list-style-type: none"> - Most of enterprises mentioned the guidebook consists of sufficient, condensed and useful information. They suggested distributing the guidebook in larger scale. - A reader commented that guidebook was still not completed with printing. Also one other respondent advised to add more contact information of related organizations.
	Lessons and recommendations	<ul style="list-style-type: none"> - Result of survey shows that contents of the guidebook were well delivered to readers. - It is preferable to continue distributing broadly to enterprises in the City.

No.	HNI-3	
Activity	Holding Sector Seminar on Industrial Wastewater Management	
Planning	Identified problem	Enterprises are lacking knowledge on legislations, financial support and applicable technology on industrial wastewater management.
	Goal setting	<ul style="list-style-type: none"> - DONRE will disseminate the introductory guidebook on industrial wastewater management. - Enterprises will raise awareness on water pollution control measure as well as obligations, financial support, and applicable technology on industrial wastewater management.
	Target group	Enterprises, relevant governmental organizations and institutes.
	Key message	<ul style="list-style-type: none"> - Water pollution control measures proposed by DONRE/JET - Obligations for enterprises on industrial wastewater management - How to apply environmental protection fund - Introduction on cleaner production and wastewater treatment
	Media/Mean (Reason)	Workshop
		To deliver detailed information and to get feedback from target group
Implementation	Date	12 th March 2013
	Venue	Bao Son Hotel
	Participants	VEA, JICA, MOEJ, JETRO, JET, HNI DONRE, District DONREs, other 4 DONREs, VCCI, Enterprises, Hanoi TV, Environmental magazine, Center for Information technology on Natural Resources and Environment. (61 persons in total)
	Tool/Material	<ul style="list-style-type: none"> - Presentation on Improvement Plan for Water Pollution Control in Hanoi (by WG3) - Presentation on Evaluation and Challenges of Industrial Wastewater Management in Vietnam (by WG3) - Presentation on Integrated Information System and Compliance Rating for Industrial Wastewater Management (by WG3) - Introduction of introductory guidebook on Industrial Wastewater Management (by WG4) - Dialogue on Industrial Wastewater Management (by WG4) (See attachment HNI-3.1 for detail.)
	Scenery of activity	(See attachment HNI-3.2 .)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 97% of the respondents expressed they improved awareness by the workshop. - The enterprises are willing to get more information on technology (45%), financial support (25%), and legislation (30%) for improving industrial wastewater management. (See attachment HNI-3.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - Enterprises expressed that they need detailed information on the regulations, proper wastewater treatment technology, and financial support. - Enterprises are willing DONRE to provide benchmark on the price for wastewater treatment service, detailed activities on disseminating regulations to enterprises, workshops and trainings for enterprises.
	Lessons and recommendations	<ul style="list-style-type: none"> - The contents of W/S were appropriate and matching with the enterprises' needs. - DONRE should coordinate to share information on Integrated Information System and Compliance Rating and other information among DONRE and other provinces, cities.

No.	HPG-1	
Activity	Awareness Raising Workshop on Water Environmental Management in Re River	
Planning	Identified problem	Re River is one of the most important rivers in HPG as it is the source of drinking water in HPG. However, water pollution in Re River basin is becoming more serious because of domestic and industrial activities.
	Goal setting	<ul style="list-style-type: none"> - Related governmental and social organizations will understand current situation of water environment in Re River and function of An Duong Water Purification Plant; - DONRE will get feedback on necessary measures to improve water environmental management in Re River from relevant organizations.
	Target group	Relevant governmental and social organizations.
	Key message	<ul style="list-style-type: none"> - Water quality condition and pollution sources in Re River - Function of An Duong Water Purification Plant - Importance of source water protection in Re River basin
	Media/Mean (Reason)	Workshop and field visit
		To deliver detailed information and to get feedback from target group
Implementation	Date	20 th December 2011
	Venue	Song Gia Resort
	Participants	DONRE, DOST, DARD of HPG City, HPG water supply One member Ltd. Co., An Hai Irrigation One member Ltd., Company, HEZA, Environmental Protection Association, WU, FA, LU, YU, related district DONREs and PCs, HPG TV, JET (55 persons)
	Tool/Material	<ul style="list-style-type: none"> - Presentation on An Duong Water Purification Plant (HPG water supply Co., Ltd) - Presentation on water source management activities in Re River (Irrigation An Hai Co., Ltd) - Presentation on status of water quality in Re River and main pollution sources (HACEM) - Presentation on Japan's experience in industrial pollution control, and environmental awareness activity (JET) (See attachment HPG-1.1 for detail.)
	Scenery of activity	(See attachment HPG-1.2 .)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 100% of the respondents expressed they improved awareness by the workshop. - The participants are willing to implement environmental awareness activity such as public relations (19%), environmental patrol (18%), and willing to get more information on water quality (16%), the enterprises violating regulations (16%). (See attachment HPG-1.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - There is variety of stakeholders to use Re River water; and there are many ideas/proposals for the conservation of water resources of Re River, such as information exchange among agencies/organizations concerned, awareness raising for enterprises on laws and regulations, and awareness raising for the public through mass media.
	Lessons and recommendations	<ul style="list-style-type: none"> - Result of questionnaire survey shows that the contents/messages of the workshop were well delivered to participants. - It is preferable to plan environmental awareness activity focusing on enterprises as well as public relation activity by means of mass media.

No.	HPG-2	
Activity	Producing and Broadcasting TV Reportages on Re River Environmental Protection	
Planning	Identified problem	Not many citizens in HPG City understand the functions and importance of source water protection in Re River. It is necessary to raise awareness of citizens and encourage their actions for water environmental protection.
	Goal setting	<ul style="list-style-type: none"> - DONRE in collaboration with relevant organizations/institutions as well as local TV production company will develop scenario and produce TV reportages on water environmental protection in Re River. - Citizens in HPG City understand current situation, importance and countermeasures for water environmental protection in Re River.
	Target group	Citizens in HPG City
	Key message	<ul style="list-style-type: none"> - Current situation of water environment in Re River - Function of An Duong Water Purification Plant - Importance of source water protection in Re River basin and countermeasures
	Media/Mean (Reason)	Broadcasting reportages in local TV To deliver information/messages to the citizens in HPG broadly
Implement ation	Production period	From July to October 2012
	Date of broadcasting	1 st reportage: 2 times on 31 st Oct and 1 time on 1 st Nov, 2012 (3 times) 2 nd reportage: 27 th and 28 th Nov, 2012 (2 times) 3 rd reportage: 29 th Nov, 2012 (1 time) 4 th reportage: 7 th and 8 th Dec, 2012 (2 times)
	Broadcaster	HPG TV
	Tool/Material	<ul style="list-style-type: none"> - Scenario for TV reportages - 4 TV reportages (DVD) (See attachment HPG-2.1 for detail.)
	Scenery of activity	(See attachment HPG-2.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 90% of the respondents expressed they improved awareness by the reportages. - The rate of respondents who expressed improvement of understanding for each topic are as below: <ul style="list-style-type: none"> - Current situation of water quality and pollution source in Re River (84%) - Function of An Duong Water Purification Plant (74%) - Water environmental management activities (82%) - Necessary measures to improve environment (82%) (See attachment HPG-2.3 for detail.)
	Comments from viewer	<ul style="list-style-type: none"> - Many respondents suggested disseminating the produced 4 reportages many times on TV, radio and other means. - Also, some respondents mentioned the necessity to produce more reportage to cover other water environmental issues in Re River. (See attachment HPG-2.3 for detail.)
	Lessons and recommendations	<ul style="list-style-type: none"> - The reportages are mostly welcomed by enterprises and residents and they can be evaluated as useful tool for awareness raising. - DONRE should utilize the produced reportages for long term and should produce more reportages focusing on other issues.

No.	HPG-3	
Activity	Designing and Producing Signboard on Re River Environmental Protection	
Planning	Identified problem	It is necessary to raise awareness of enterprises and residents in Re River basin and encourage their actions for water environmental protection.
	Goal setting	<ul style="list-style-type: none"> - DONRE in collaboration with relevant organizations/institutions will coordinate, design and construct signboard on water environmental protection in Re River. - Enterprises and residents in Re River basin understand importance of water environmental protection in Re River.
	Target group	Enterprises and residents in Re River basin
	Key message	- Importance of source water protection in Re River
	Media/Mean (Reason)	Signboard To deliver short message with impact to enterprises and residents in the area for long period
Implementation	Production period	From November to December, 2012
	Date of completion	5 th January 2013
	Place	Re Bridge at crossroad of Phan Dang Luu street and Provincial road No. 208.
	Tool/Material	<ul style="list-style-type: none"> - Design of signboard - Signboard (See attachment HPG-3.1 for detail.)
	Scenery of activity	(See attachment HPG-3.2 .)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 100% of the respondents expressed they improved awareness by the signboard. - The rate of respondents who liked each aspect of the signboard are as below: <ul style="list-style-type: none"> - Design, photo and color (81%) - Message and letter size (86%) - Overall design (95%) (See attachment HPG-3.3 for detail.)
	Comments from viewer	<ul style="list-style-type: none"> - By the signboard I understood that the drinking water in HPG come from Re River. - It is preferable to equip lights on the signboard. - The place signboard constructed is not so clean. - The letter size on the signboard is too small.
	Lessons and recommendations	<ul style="list-style-type: none"> - The activity was challenging as it required coordination with many stakeholders and it was successfully conducted by the collaboration of HPG DONRE, HPG water supply Co., Ltd, An Duong District and JET. - DONRE should consider to improve the effectiveness of the signboard by studying from the feedbacks from the residents (e.g. clean the location of the signboard, selecting appropriate and height of signboard, letter size, etc.).

No.	HPG-4	
Activity	Holding Awareness Raising Workshop on Industrial Wastewater Management	
Planning	Identified problem	Enterprises are lacking knowledge on legislations, financial support and applicable technology on industrial wastewater management.
	Goal setting	<ul style="list-style-type: none"> - Enterprises will raise awareness on obligations, financial support, applicable technology on industrial wastewater management; - DONRE will get feedback on necessary measures to improve industrial wastewater management from enterprises and relevant organizations.
	Target group	Enterprises, relevant governmental organizations and institutes.
	Key message	<ul style="list-style-type: none"> - Obligations for enterprises on industrial wastewater management - How to apply environmental protection fund - Examples of applicable technology
	Media/Mean (Reason)	Workshop
		To deliver detailed information and to get feedback from target group
Implementation	Date	28 th November 2012
	Venue	Hai Phong City Convention Centre
	Participants	HPG DONRE, Environmental Police Department, Department of Healthcare, DOIT, DARD of HPG City, District DONREs, Enterprises in Re River basin, VEPF, VNCPC, YU, LU, WU, VU, Environmental protection association, HPG TV, Newspaper, Hai Phong water supply one-member ltd. Co., An Hai irrigation works exploitation one-member ltd. Co., JET (65 persons)
	Tool/Material	<ul style="list-style-type: none"> - Water quality condition and inventory of pollution sources in Re River (HACEM) - Presentation on An Duong Water Purification Plant (HPG water supply Co., Ltd) - Financial Support & Incentive for environmental protection investment (VEPF) - Applicable technology for industrial wastewater management (VNCPC) - Presentation on Japan's experience in industrial wastewater management (JET) (See attachment HPG-4.1 for detail.)
	Scenery of activity	(See attachment HPG-4.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 97% of the respondents expressed they improved awareness by the workshop. - The enterprises are willing to get more information on technology (38%), financial support (36%), and legislation (21%) for improving industrial wastewater management. (See attachment HPG-4.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - Enterprises need to know detailed and compiled information on their responsibilities on industrial wastewater management, wastewater treatment technology with low cost and easy to apply, procedures to access for financial support. - Therefore the enterprises are willing DONRE to provide consulting on related regulations and access to financial support, and technology transfer.
	Lessons and recommendations	<ul style="list-style-type: none"> - It can be evaluated that the contents of W/S was appropriate and matching with the enterprises' needs. - DONRE should coordinate to share information on pollution source inventory, monitoring results and so on among related organizations and enterprises.

No.	TT-HUE-1	
Activity	Awareness Raising Workshop on Water Environmental Management in Tam Giang Cau Hai Lagoon	
Planning	Identified problem	TGCH Lagoon is the biggest lagoon in South-East Asia and it receives drainage and wastewater from Hue City. It is important natural resources for aquaculture in the area but there is concern that water environment in TGCH Lagoon will be deteriorated by wastewater from households, industries and aquaculture.
	Goal setting	<ul style="list-style-type: none"> - Related governmental and social organizations will understand current situation and pollution sources in TGCH Lagoon; - DONRE will get feedback on necessary measures to improve water environmental management in TGCH Lagoon from relevant organizations.
	Target group	Relevant governmental and social organizations.
	Key message	<ul style="list-style-type: none"> - Water quality condition in TGCH Lagoon - Aquaculture and other pollution sources in TGCH Lagoon - Importance of water environmental protection in TGCH Lagoon
	Media/Mean (Reason)	Workshop and field visit
		To deliver detailed information and to get feedback from target group
Implementation	Date	13 th December 2011
	Venue	Tam Giang Resort & Spa
	Participants	DONRE, DARD of TT-Hue Province, related District DONREs and DARDs, FA, WU, YU, VA, Hue University, Hue TV, Hue Magazine, JET (54 persons)
	Tool/Material	<ul style="list-style-type: none"> - Presentation on current water environment in TGCH Lagoon (Hue University) - Presentation on aquaculture in TGCH Lagoon (TT-HUE DARD) - Presentation on water environmental management (TT-HUE DONRE) (See attachment TT-HUE-1.1 for detail.)
	Scenery of activity	(See attachment TT-HUE-1.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 97% of the respondents expressed they improved awareness by the workshop. - The participants raised many ideas on environmental awareness activity such as workshop, training course, study tour and event. (See attachment TT-HUE-1.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - It is necessary for the stakeholders of TGCH Lagoon to take countermeasures against polluted aquaculture, pollution load from enterprises, domestic wastewater discharge and solid waste. - It is important to promote awareness activity for enterprises and public in collaboration with stakeholders.
	Lessons and recommendations	<ul style="list-style-type: none"> - Result of questionnaire survey shows that the contents/messages of the workshop were well delivered to participants. - It is necessary to plan awareness raising workshop focusing on enterprises as well as environmental awareness activities for residents and students in collaboration with social organizations.

No.	TT-HUE-2	
Activity	Organizing Simple Water Quality Test and Clean-up Events	
Planning	Identified problem	Residents and students are one of the important actors for water environmental protection. DONRE should conduct more awareness raising activity in collaboration with social organizations.
	Goal setting	<ul style="list-style-type: none"> - DONRE in collaboration with social organizations will plan the event, produce materials for event and PR tools; - Residents and students learn fundamental water quality parameters and current situation of water quality in their area, and consider actions for water environmental protection.
	Target group	Residents and students along Huong River
	Key message	<ul style="list-style-type: none"> - Knowledge on fundamental water quality parameters - Importance of water environmental protection in Huong River and TGCH Lagoon
	Media/Mean (Reason)	Organizing Event To deliver messages broadly and attractively to the residents and students
Implementation	Preparation period	From July to August 2012
	Date and place of events	1 st : 1 st September 2012 / Nguyen Dinh Chieu Street / 63 persons 2 nd : 8 th September 2012 / Nguyen Van Troi secondary School / 92 persons 3 rd : 22 nd September 2012 / Huong Chu Market / 103 persons
	Participants	1 st : Social work team, Youth union under Hue University, TT-HUE EPA (63 persons in total) 2 nd : Social work team, secondary school students, TT-HUE EPA (92 persons in total) 3 rd : Youth union under Hue University, local residents, TT-HUE EPA (103 persons in total)
	Tool/Material	<ul style="list-style-type: none"> - Manual and instruction for water quality test - PR tools (T-shirts and banners) (See attachment TT-HUE-2.1 for detail.)
	Scenery of activity	(See attachment TT-HUE-2.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - Generally participants expressed that they improved awareness by the events. - 55% of the respondents answered they improved understanding on water quality parameters. - 43% of the respondents answered they improved understanding on water environment in the area. (See attachment TT-HUE-2.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - Mostly the participants evaluated the activity was joyful, interesting and practical. - They understood water quality in their area and expressed their intention to protect environment in their daily life.
	Lessons and recommendations	<ul style="list-style-type: none"> - It is preferable to continuously organize the events in collaboration with social organizations by utilizing developed materials/tools. - By learning from Japan's practice, one idea to improve the activity is to accumulate the water quality data by the activity and develop pollution map by the residents/students.

No.	TT-HUE-3	
Activity	Holding Awareness Raising Workshop on Industrial Wastewater Management	
Planning	Identified problem	Enterprises are lacking knowledge on legislations, financial support and applicable technology on industrial wastewater management.
	Goal setting	<ul style="list-style-type: none"> - Enterprises will raise awareness on obligations, financial support, applicable technology on industrial wastewater management; - DONRE will get feedback on necessary measures to improve industrial wastewater management from enterprises and relevant organization.
	Target group	Enterprises, relevant governmental organizations and institutes.
	Key message	<ul style="list-style-type: none"> - Obligations for enterprises on industrial wastewater management - How to apply environmental protection fund - Examples of applicable technology
	Media/Mean (Reason)	Workshop
		To deliver detailed information and to get feedback from target group
Implementation	Date	23 rd November 2012
	Venue	Festival Hotel
	Participants	TT-HUE DONRE, District and Commune DONREs, Enterprises studied by Inventory Output, Management Boards of Economic Areas and Industrial Zones, TT-HUE EPF, VEPF, VNCPC, TT-HUE TV, Newspaper, JET (72 persons)
	Tool/Material	<ul style="list-style-type: none"> - Water environmental management by TT-HUE DONRE (TT-HUE EPA) - Inventory of pollution sources in TT-HUE and wastewater management in enterprises (TT-HUE EPA) - Financial Support & Incentive for environmental protection investment (VEPF) - Applicable technology for industrial wastewater management (VNCPC) - Presentation on Japan's experience in industrial wastewater management (JET) (See attachment TT-HUE-3.1 for detail.)
	Scenery of activity	(See attachment TT-HUE-3.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 100% of the participants expressed they improved awareness by the workshop. - The enterprises are willing to get more information on technology (23%), financial support (19%), and legislation (16%) for improving industrial wastewater management. (See attachment TT-HUE-3.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - Enterprises are willing DONRE to hold regular training course lecture on environmental regulations. - Enterprises are willing DONRE to provide technical and financial support on industrial wastewater treatment.
	Lessons and recommendations	<ul style="list-style-type: none"> - It can be evaluated that the contents of W/S was appropriate and matching with the enterprises' needs. - Most enterprises are willing to have more frequent W/S, lecture, training course, etc. on industrial wastewater management. DONRE should continue to hold those awareness raising activity by utilizing the material developed under the project.

No.	HCMC-1	
Activity	Holding Awareness Raising Workshop on Industrial Wastewater Management in Tan Quy Industrial Cluster	
Planning	Identified problem	Enterprises are lacking knowledge on legislations, financial support and applicable technology on industrial wastewater management.
	Goal setting	<ul style="list-style-type: none"> - Enterprises will raise awareness on obligations, financial support, applicable technology on industrial wastewater management; - DONRE will get feedback on necessary measures to improve industrial wastewater management from enterprises and relevant organization.
	Target group	Enterprises in TQIC, relevant governmental organizations.
	Key message	<ul style="list-style-type: none"> - Water environmental condition in TGIC and Ba Bep Channel; - Water environmental management of 20 enterprises in TQIC - Obligations and supports for enterprises on industrial wastewater management - Examples of applicable technology
	Media/Mean (Reason)	Workshop
		To deliver detailed information and to get feedback from target group
Implementation	Date	7 th February 2012
	Venue	Norfolk Hotel
	Participants	Enterprises in Tan Quy Industrial Cluster, VEA, DONRE and DOIT of HCMC, Cu Chi, District 12 and Thu Duc Districts DONRE, Saigon newspaper company, JET (66 persons)
	Tool/Material	<ul style="list-style-type: none"> - Presentation on water quality condition in Ba Bep Canal and Saigon River (DONRE) - Presentation on wastewater quality and environmental management in TQIC (DONRE) - Presentation on laws and regulations on industrial wastewater management (DONRE) - Presentation on cleaner production technology (VNCPC) - Presentation on Japan's experience in industrial pollution control (JET) (See attachment HCMC-1.1 for detail.)
	Scenery of activity	(See attachment HCMC-1.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 96% of the respondents expressed they improved awareness by the workshop. - The enterprises are willing to get more information on technology (39%), legislation (32%) and financial support (19%) for improving industrial wastewater management. (See attachment HCMC-1.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - Enterprises expressed their willingness to follow the regulations and requested DONRE to provide information or training on wastewater treatment technology and detail information on cleaner production.
	Lessons and recommendations	<ul style="list-style-type: none"> - Result of questionnaire survey shows that the contents/messages of the workshop were well delivered to participants. - It is preferable to develop handbook to disseminate the information to more enterprises and for longer period.

No.	HCMC-2	
Activity	Developing and Distributing Guidebook on Industrial Wastewater Management	
Planning	Identified problem	Enterprises are lacking knowledge on legislations, financial support and applicable technology on industrial wastewater management.
	Goal setting	<ul style="list-style-type: none"> - DONRE in collaboration with relevant organizations/institutions will develop handbook on industrial wastewater management; - Enterprises will raise awareness on obligations, financial support, and applicable technology on industrial wastewater management.
	Target group	Enterprises, relevant governmental organizations and institutes.
	Key message	<ul style="list-style-type: none"> - Obligations for enterprises on industrial wastewater management - How to apply environmental protection fund - Introduction on cleaner production and wastewater treatment
	Media/Mean (Reason)	Handbook To deliver detailed information to many enterprises for long period
Implementation	Preparation period	June to November 2012
	Reviewing period	November 2012 to February 2013
	Designing period	March 2013
	Tool/Material	<ul style="list-style-type: none"> - Manuscript for introductory guidebook - Introductory guidebook (See attachment HCMC-2.1 for detail.)
	Scenery of activity	(See attachment HCMC-2.2 .)
	Lessons and recommendations	<ul style="list-style-type: none"> - DONRE should distribute guidebook at larger scale to enterprises in other areas of the City. It is preferable to continue disseminating handbooks, guidebooks to update reference information on industrial wastewater management for enterprises.

No.	HCMC-3	
Activity	Organizing/Participating Garbage Clean-Up Event	
Planning	Identified problem	Residents and students are one of the important actors for water environmental protection and it is necessary conduct more awareness raising activity in collaboration with social organizations.
	Goal setting	<ul style="list-style-type: none"> - DONRE in collaboration with social organizations will plan the event, produce materials for event and PR tools; - Residents and students learn about the current situation of environment and water environment in their area, and consider actions for water environmental protection.
	Target group	Residents and students
	Key message	<ul style="list-style-type: none"> - Knowledge on environmental issue in general and water environment specifically. - Importance of water environmental protection in Ho Chi Minh City, in the canals in Hiep Binh Chanh ward of Thu Duc district.
	Media/Mean (Reason)	Organizing Event To deliver messages to the residents and students broadly and attractively.
Implementation	Preparation period	From July to August 2012
	Date and place of events	16 th September 2012 /Street No. 12, Resident area No. 5, Hiep Binh Chanh ward, Thu Duc district
	Participants	Representatives from HCMC PC, Thu Duc and other district PCs, HCMC DONRE, Australian Embassy, Residents at Hiep Binh Chanh ward, Students from different University Youth Unions in HCMC. (around 1000 persons)
	Tool/Material	<ul style="list-style-type: none"> - PR tools (Handfan with message and graphic design) (See attachment HCMC-3.1 for detail.)
	Scenery of activity	(See attachment HCMC-3.2 .)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 94% of the respondents liked the design and the photo on the hand fan. - 89% of the respondents expressed the message on the hand fan is good. - However, 1 respondent expressed the design of the hand fan is poor. Also, 1 respondent expressed quality of hand fan is poor. (See attachment HCMC-3.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - Participants were happy to receive hand fan in participating clean-up event. They expressed their willingness to clean the roads and drainages, not throw solid waste to the canals. - They also suggested to produce other useful disseminating tools such as pen, hat, leaflet, etc. in future events.
	Lessons and recommendations	<ul style="list-style-type: none"> - Generally the participants welcomed to receive the hand-fan and expressed their intention to collaborate on water environment management in their area. - Based on the feedback from the residents, DONRE should consider to improve and develop other PR tool continuously. - It is preferable to continuously organize attractive events and other activities in collaboration with social organizations.

No.	BRVT-1	
Activity	Awareness Raising Workshop on Water Environmental Management in Cua Lap River	
Planning	Identified problem	Water pollution in Cua Lap River basin is becoming more serious because of rapidly developing urbanization and food processing industries.
	Goal setting	<ul style="list-style-type: none"> - Related governmental and social organizations will understand current situation of water environment in Cua Lap River and pollution sources in Vung Tau City and Long Dien District; - DONRE will get feedback on necessary measures to improve water environmental management in Cua Lap River from relevant organizations.
	Target group	Relevant governmental and social organizations.
	Key message	<ul style="list-style-type: none"> - Water quality condition in Cua Lap River - Pollution control activities in Cua Lap area - Importance of water environmental protection in Cua Lap River
	Media/Mean (Reason)	Workshop and field visit
		To deliver detailed information and to get feedback from target group
Implementation	Date	16 th December 2011
	Venue	Long Hai Resort
	Participants	BRVT DONRE, DONRE in Vung Tau City and Long Dien District, related commune PCs, Environmental Police, WU, YU, FA, JET (38 persons)
	Tool/Material	<ul style="list-style-type: none"> - Presentation on current situation in Cua Lap area (DONRE) - Presentation on pollution treatment situations in Vung Tau City (Vung Tau City DONRE) - Presentation on pollution treatment situations in Long Dien District (Long Dien District DONRE) - Presentation on Japan's experience in industrial pollution control, and environmental awareness activity (JET) (See attachment BRVT-1.1 for detail.)
	Scenery of activity	(See attachment BRVT-1.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - 96% of the respondents expressed they improved awareness by the workshop. - The participants are willing to implement environmental awareness activity such as public relations (21%) and environmental patrol (16%), willing to learn on water quality (16%), put more pressure to enterprises for wastewater management (16%). (See attachment BRVT-1.3 for detail.)
	Comments from participants	<ul style="list-style-type: none"> - It was confirmed that awareness raising for enterprises on compliance with environmental laws is important; - Social organizations and communities expressed their will to implement awareness raising activities in cooperation with DONRE; - The ideas of awareness raising activities such as environmental patrol by communities by checking water quality and making pollution map, producing environmental film were proposed.
	Lessons and recommendations	<ul style="list-style-type: none"> - Result of questionnaire survey shows that the contents/messages of the workshop were well delivered to participants. - It is preferable to plan environmental awareness activity so that enterprises and residents understand importance of water environmental protection in Cua Lap River.

No.	BRVT-2	
Activity	Producing and Broadcasting Environmental Film for Cua Lap River	
Planning	Identified problem	Enterprises and residents in Cua Lap area do not understand current situation of water environment in Cua Lap River and their roles and/or responsibilities. It is necessary to raise awareness of residents/enterprises and encourage their actions for water environmental protection.
	Goal setting	<ul style="list-style-type: none"> - DONRE in collaboration with relevant organizations/institutions as well as local TV company will develop scenario and produce environmental film on water environmental protection in Cua Lap River. - Residents and enterprises in Cua Lap area understand current situation, importance and countermeasures for water environmental protection in Cua Lap River.
	Target group	Residents and enterprises in Cua Lap area
	Key message	<ul style="list-style-type: none"> - Current situation of water environment in Cua Lap River - DONRE's activities for water environmental management in Cua Lap area - Importance of water environmental protection in Cua Lap River and countermeasures
	Media/Mean (Reason)	Broadcasting reportages in local TV To deliver information/messages to the residents/enterprises broadly
Implementation	Production period	From July 2012 to January 2013
	Date of broadcasting	1 st part: Monday, 4 th February 2013 2 nd part: Tuesday, 5 th February 2013 3 rd part: Wednesday, 6 th February 2013
	Broadcaster	BRVT TV
	Tool/Material	<ul style="list-style-type: none"> - Scenario for environmental film - Environmental film (DVD) (See attachment BRVT-2.1 for detail.)
	Scenery of activity	(See attachment BRVT-2.2.)
Evaluation	Analysis of questionnaire	<ul style="list-style-type: none"> - All respondents expressed they improved awareness by the environmental film. - They also showed the improvement of their understandings on current situation of water quality and pollution sources of Cua Lap river, water environmental management and countermeasures to protect water environment in Cua Lap river. (See attachment BRVT-2.3 for detail.)
	Comments from viewer	<ul style="list-style-type: none"> - Respondents mentioned the film was good for management officers. The film was well –invested as well. - They also pointed that the film should be considered about target groups, analyze completely on the reasons of pollution, mention about the impact of pollution in short term and long term.
	Lessons and recommendations	<ul style="list-style-type: none"> - Generally, the contents of the film were delivered well to the viewers. - It is preferable to produce more environmental films about water environment in Cua Lap river, or coordinate with social organizations to broadcast closely to residents, enterprises in the Cua Lap area.

Attachment TRN

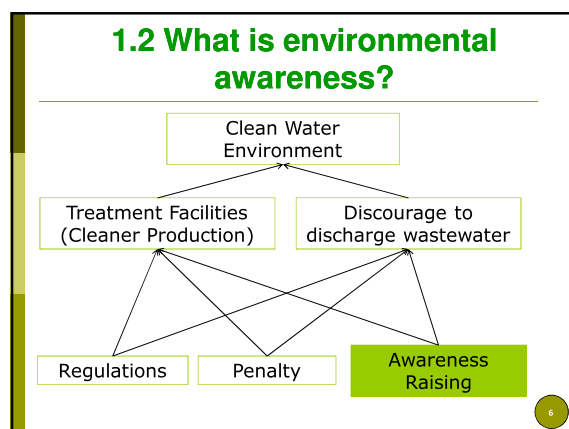
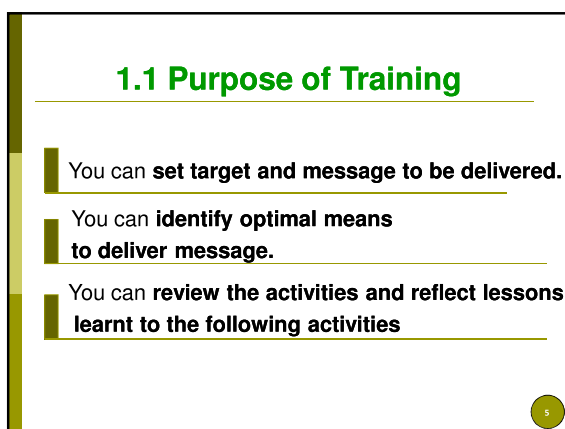
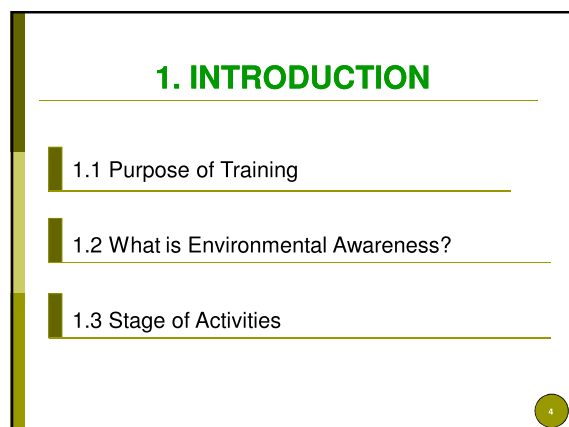
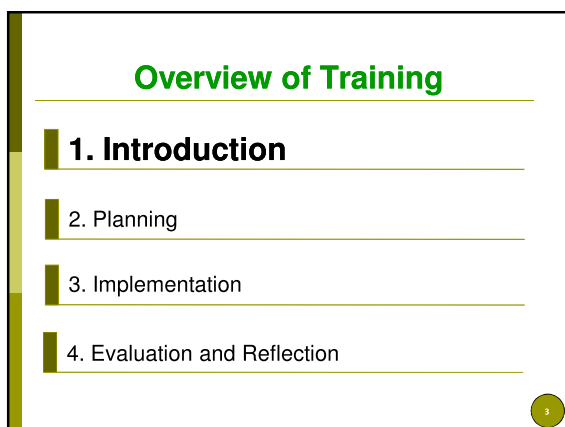
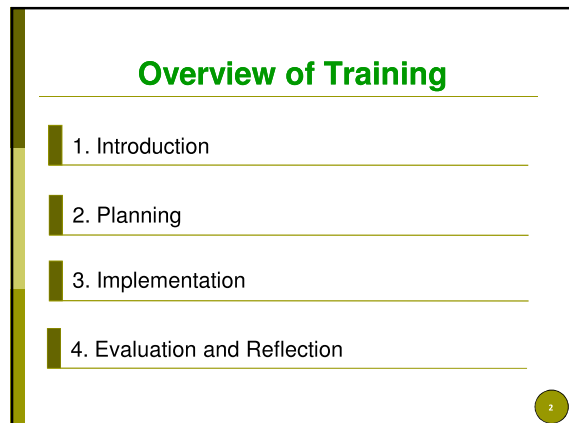
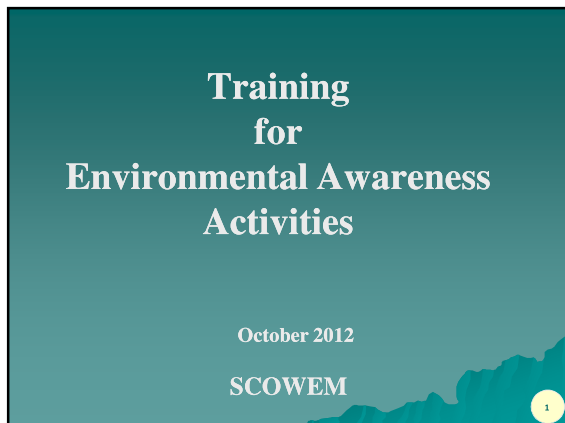
ENVIRONMENTAL AWARENESS TRAINING WITH 5 DONRES

October 2012

Including:

	Page
1. Materials of Trainings.....	TRN-2
2. Scenery of Trainings.....	TRN-17
3. Training Summary & Questionnaire analysis.....	TRN-19

1. Materials of Trainings

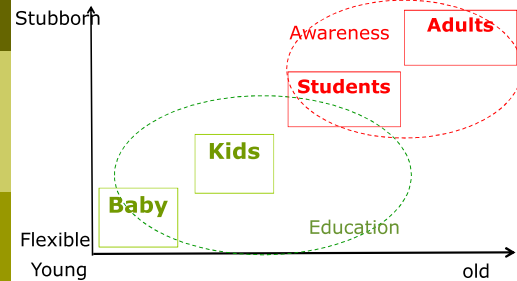


1.2 What is environmental awareness?

	Education	Awareness
Time of Activity	Long Term Effort	Short Term Effort
Characteristics	To deepen understanding and develop human resources	To promote awareness and changing behavior
Topics	Wide/Comprehensive	Narrow/Specific
Main Target Group	Kids/Students	Adults
Remarks	Need cooperation by Education Dept.	Cooperation by other depts. is not always needed.

7

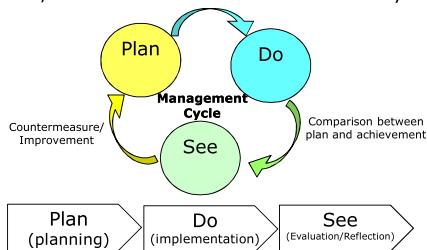
1.2 What is environmental awareness?



8

1.3 Stage of Activities

Projects and activities are executed through taking process, to obtain effectiveness and efficiency.



9

Overview of Training

1. Introduction
2. Planning
3. Implementation
4. Evaluation and Reflection

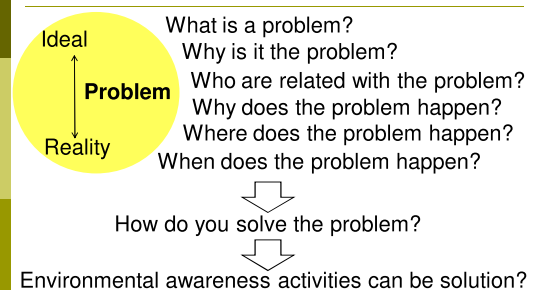
10

2. PLANNING

- 2.1 Understanding of Ideal, Problems, and Reality
- 2.2 Goal Setting
- 2.3 Target Group
- 2.4 Message
- 2.5 Media
- 2.6 Plan of Operation
- 2.7 Summary of Planning

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2.1 Understanding of Ideal, Problems, Reality



12

2.2 Goal Setting

If you climb a mountain, which one among three mountains is the most challenging?



Lower
(Easy)



Middle

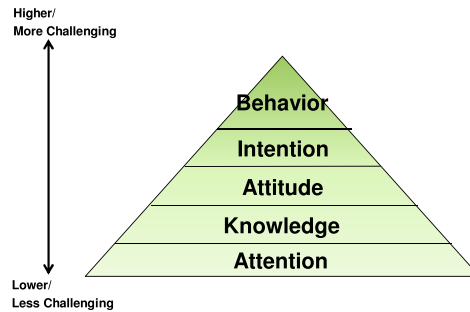


Higher
(Challenging)

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2.2 Goal Setting

What do you want to achieve through environmental awareness activities?



2.3 Target Group

Why is identification of target group important?

General Public VS Target Group

	General Public	Target Group
	More General	More Specific
Benefit/Cost	Lower	Higher
Efficiency	Lower	Higher
Population Size	Larger	Smaller
Evaluation	More difficult	Easier
Message	General	Specific

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2.3 Target Groups

Segmentation (We can break down the public.)

Attribution	1	2	3	4	5
Gender	Girls/Ladies	Boys/Gentlemen			
School Age	Kindergarten	Elementary	Junior High	High	College/University
Social Group	Youth Union	Women's Group	Veteran's Group		
Business	1st Industry	2nd Industry	3rd Industry		

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2.4 Message

What do you want to say to the target group?



Check Points to make message

- The target group really can understand the message?
- Message is simple enough to understand?
- Message contains essence that you want to say?

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2.4 Message

Do you understand?

Water should be clean. Clean water is vital for human beings. If you drink dirty water, your mind will be dirty. If you drink clean water, your mind will be clean. To be clean, BOD should be less than 1.0 ppm. In this sense, you should know the meaning of BOD. If BOD is more than 20 ppm, water is too dirty for fishes to survive. Don't throw away garbage to the river.

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2.4 Message

You should know **key message** and make it **simple**.

Water should be clean. Clean water is vital for human beings. If you drink dirty water, your mind will be dirty. If you drink clean water, your mind will be clean. To be clean, BOD should be less than 1.0 ppm. In this sense, you should know the meaning of BOD. If BOD is more than 20 ppm, water is too dirty for fishes to survive. **Don't through away garbage to the river.**

19

2.5 Media

What is medium?

→ a way of communication



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2.5 Media

Features of Media

	Type of Media					
	Seminar/ Workshop	Brochure /Guide Book	Public Papers	News paper	Radio	TV
Depth of Information	← Profound → Shallow →					
Impact	← Small → Large →					
Media Strategy	← Detail → Introductory →					

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2.5 New Media (Online Media)

1. Website
2. Mail Magazine
3. Twitter
4. Facebook
5. YouTube



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2.5 Media

Please consider if the target group really can access the selected media?

If yes, proceed to Plan of Operation.

If not, please reconsider the media.

Eg.) Target group: Housewives

Selected Media: Newspaper

Housewives really read a newspaper? Are there more suitable media?

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2.6 Plan of Operation

Make a schedule for your awareness activities?

Activity	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Person in Charge
[Handfan Production]								Ms. XXX
Design								Ms. YYY
Production								Mr. ZZZ
Distribution								Ms. XXX

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2.7 Summary of Planning

The following items should be clarified in planning.

1. Background (Identification of Ideal, Problems, Reality)
2. Purpose of Plan (Goal Setting)
3. Target Group
4. Key Message
5. Media to deliver the message
6. Schedule (plan of operation)

25

2.7 Summary of Planning

Exercise No.1

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Overview of Training

1. Introduction

2. Planning

3. Implementation

4. Evaluation and Reflection

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3. IMPLEMENTATION

3.1 Considerations in Implementation

3.2 Awareness Raising Activities in Japan

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3.1 Considerations in Implementation

- Implement activity by following a plan.
- Check the progress of activity. If any delayed, take countermeasures to improve. Check the schedule frequently. (See monitoring 4.1)
- Try to formulate enjoyable activities for both organizer and participants.

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3.2 Awareness Raising Activities in Japan

- Environmental education > Environmental awareness
- Coordination with education field
- Opportunities to know environment of lives such as fish, insects, birds, etc.
- Misery past water quality accidents changed social mind set for water environment
- Increasing communication between Govn't and Community
- No theoretical approach for awareness activities (still trial and error stage)

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Event for Public
(cleaning)

Photo was deleted due to copy right.

Event for Public
(water sampling)

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Event for Public
(Site Visit to Tokyo Bay)

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Event for Public
(Bio-diversity of Tokyo Bay)

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Awareness to prevent water pollution
(water pollution)

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Awareness to prevent water pollution
(distribution of leaflet not to discharge paint)

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Delivery of Pizza

(ordered by family, group, individual, etc.)

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Delivery of Lecture

(ordered by elementary school, social group, etc.)

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Filed Trip

(organized by government)

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Overview of Training

1. Introduction

2. Planning

3. Implementation

4. Evaluation and Reflection

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4. Evaluation and Reflection

■ 4.1 Importance of Evaluation and Reflection

■ 4.2 Johari Window

■ 4.3 Evaluation Method

■ 4.4 Evaluation Criteria

■ 4.5 Reflection to upcoming activities

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4.1 Importance of Evaluation and Reflection

Why are evaluation and reflection important?

- Improving the quality of on-going projects/activities
- Improving the quality of other projects/activities
- Fulfilling transparency

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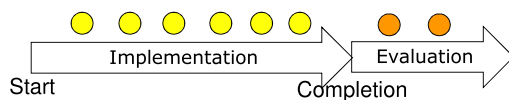
4.1 Difference between Monitoring and Evaluation

What is Monitoring?

Checking of the progress of ongoing project

What is Evaluation?

Judgment of the results of a project after its completion



4.2 Johari Window

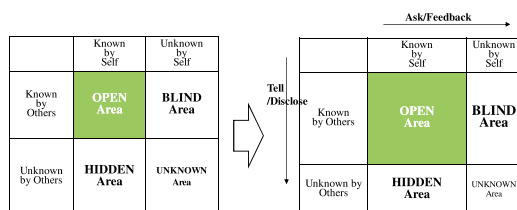
Importance of Monitoring and Evaluation (Receiving Feedback)

Exercise No.2

4.2 Johari Window

Importance of Monitoring and Evaluation (Receiving Feedback)

You will know what you need to improve by enlarging OPEN Area.



4.3 Evaluation Method

Various evaluation methods

Method	Advantages	Remarks
Literature Survey	Economical and efficient	It is necessary to check the reliability of the information.
Direct Measurement	It provides numerical data on changes in circumstances and facts.	Data are purely factual, so other information and surveys are needed to analyze factors.
Questionnaire	Used very often; results are quantifiable.	Results can vary widely depending on sample size and question wording
Case Study	Provide comprehensive and detailed information	Difficult to generalize
Observation	This method provides qualitative data on the nature of changes that are observed.	Expertise in the particular area being studied is required.
Focus Group Interviews	Inexpensive and easy to implement	Personal bias by the researcher and respondents can easily influence results.

4.4 Evaluation Criteria

Evaluation Items

Effectiveness

Efficiency
Impact
Sustainability
Relevance

More criteria, more time and cost consuming
but more broader views

4.4 Evaluation Criteria

Checking Points

Understanding/Awareness

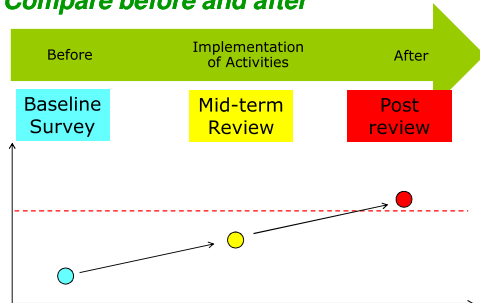
What percentage of target group can understand the message?

Behavior Level

What percentage of target group did change behavior through the activity?

4.4 Evaluation Criteria

Compare before and after



4.4 Evaluation Criteria

Exercise No.3

50

4.5 Reflection to Upcoming Activities

Extract findings based on evaluation results

What was successful? Why?

-> Draw recommendation to share applied practices to lead success

What was unsuccessful? Why?

-> Draw recommendation to avoid unsuccessful results

51

Epilogue: Try Your Ideas

You already have good ideas.

What is important for environmental awareness activities?(Pre-Training Survey Sheet)

Importance and Benefit of Environment
Long Time/Frequent and Continuous Effort
Set Detailed Target/Objects/Activities
Appropriate Types/Method/Ways of Dissemination

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Thank You

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Exercise 1 (Planning)

Divide into 6 groups (5 persons / one group)

Decide a facilitator for each group

1. Problem, Reality, Ideal Situation, about Water Environment in HCMC

- ✓ What is a problem? (There are many problems, but please select one problem which the group thinks the most important.)
- ✓ Why is it the problem? (How does the problem affect our life?)
- ✓ Who are related with the problem? (Who made the problem?)
- ✓ Why does the problem happen?
- ✓ Where does the problem happen? (name of river, district, etc)
- ✓ When does the problem happen?

2. Goal Setting

- ✓ Long Term Goal (after 10 years)
- ✓ Mid Term Goal (after 5 years)
- ✓ Short Term Goal (after 2 years)

Refer Slide No.14

3. Target Group

4. Key Message

- ✓ Imagine what you expect the target group to do.
- ✓ Message is related with the solution of the problem.
- ✓ Confirm if the message can be understood by target group. (simple message is better)

5. Media to deliver the message

- ✓ Refer Slide-23 features of media
- ✓ Confirm if the target group really accesses your selected media
- ✓ You can use more than one medium.

6. Schedule (plan of operation)

Exercise 2 (Johari Window)

- put the paper on your back
- ask others to write down positive aspect of you (good point or strong point or attractive point, etc.)
- one person can write only one point



Exercise 3 (Evaluation Items)

Divided into the same 6 groups with Exercise 1.

Decide a facilitator for each group.

1. What do you evaluate? Refer to Slide No.47.

2. How do you evaluate? Refer to Slide No.46

3. What do you check? Refer to Slide No.48

Questionnaire

Name _____

Organization _____

1. Contents How do you evaluate the contents of training items in lectures and practices?	2. Materials How do you evaluate the materials used in lectures and practices?	3. Trainer How do you evaluate a trainer in lectures and practices?	4. Level of Understanding How well did you understand the contents of lectures and practices? Please show your understanding both before and after the training.
Poor	Good	Poor	Good
1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10

Lecture	
Introduction	
Planning	
Implementation	
Evaluation and	
Exercise	
Exercise 1 (Planning)	
Exercise 2 (Johari Windows)	
Exercise 3 (Evaluation Items)	

Comments

Questionnaire (Overall Evaluation)

1. Venue How do you like the venue of the training?											2. Time How do you evaluate the length and time allocation for each session of the training?											3. Management How do you evaluate operational management of the training?											4. Overall Evaluation What is your overall evaluation of the training?										
Poor					Good						Poor					Good						Poor					Good																
1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10				

Comments

Comments

Comments

Comments

Please check one session that you liked the most. (Please check only one)

Please explain why you liked the most.

LECTURE		
<input type="checkbox"/>	Introduction	<input type="checkbox"/>
<input type="checkbox"/>	Planning	<input type="checkbox"/>
<input type="checkbox"/>	Implementation	<input type="checkbox"/>
<input type="checkbox"/>	Evaluation and Reflection	<input type="checkbox"/>
EXERCISE		
<input type="checkbox"/>	Exercise 1 (Planning)	<input type="checkbox"/>
<input type="checkbox"/>	Exercise 2 (Johari Window)	<input type="checkbox"/>
<input type="checkbox"/>	Exercise 3 (Evaluation Items)	<input type="checkbox"/>

2. Scenery of Trainings

	
<p>Training in Hanoi</p>	<p>Training in Hanoi</p>
	
<p>Training in Hai Phong</p>	<p>Training in Hai Phong</p>
	
<p>Training in TT-Hue</p>	<p>Training in TT-Hue</p>
	
<p>Training in Ho Chi Minh City</p>	<p>Training in Ho Chi Minh City</p>



Training in Ba Ria Vung Tau



Training in Ba Ria Vung Tau

--End--

3. Training Summary and Questionnaire Analysis

3.1. Date, Time, Venue, and Participants

The trainings on environmental awareness were conducted at each DONRE. The date and time, venue, and number of participants by DONRE, is shown in the table below.

DONRE	Date and Time	Venue	Number of Participants
HCMC	08:00-12:00 October 23, 2012	meeting room of HCMC DONRE	25
BRVT	14:30-17:00 October 24, 2012	meeting room of BRVT EPA	6
TT-HUE	08:00-12:00 October 26, 2012	meeting room of TT-HUE EPA	10
HNI	14:30-17:00 October 31, 2012	office room of HNI EPA	4
HPG	08:00-12:00 November 2, 2012	meeting room of HPG DONRE	10

3.2. Objectives of Training

The objectives of the trainings are the following three. Addressing the first and second objectives is important in planning process of environmental awareness activities. The third objective is also important, because some organizations stop at implementation stage and do not draw any findings from their activities.

- 1) to be able to set target and message to be delivered
- 2) to be able to identify optimal means to deliver message
- 3) to be able to review the activities and reflect lessons learnt to the following activities

3.3. Training Contents/Methods

The training is largely divided into four parts: 1) Introduction, 2) Planning, 3) Implementation, and 4) Evaluation and Reflection. Trainees are requested to experience three exercises: 1) exercise for planning, 2) exercise for Johari windows, and 3) exercise for evaluation items. Most of the part in the training is executed through a lecture by trainer. To practice and deepen what the trainees have learnt in the lecture, the trainees were requested to participate in the exercises. Since there was a time limitation in the training for HNI-DONRE, the officials could not experience 1) exercise for planning, and 3) exercise for evaluation items.

Training Contents

Part	Style	Contents
1) Introduction	Lecture	<ul style="list-style-type: none"> ● Overview of the Training ● Purpose of Training (above) ● What is Environmental Awareness? ● Stages of Activity (Planning, Implementation, Evaluation and Reflection)
2) Planning	Lecture	<ul style="list-style-type: none"> ● Understanding of Ideals, Problems, and Reality ● Goal Setting (Attention Level?, Knowledge Level?, Attitude Level?, Intention Level?, Behavior Level?) ● Target Group (who is the most influential to the problem?) ● Message (what do you expect target to change?) ● Media (what is media to be mostly accessed by target group? characteristics of media) ● Plan of Operation (work breakdown, schedule, person in charge)
	Exercise	<ul style="list-style-type: none"> ● Exercise 1: Planning
3) Implementation	Lecture	<ul style="list-style-type: none"> ● Considerations in implementation (message, preference of target, attractiveness, etc.) ● Awareness Raising Activities (Japanese Practice)
4) Evaluation and Reflection	Lecture	<ul style="list-style-type: none"> ● Importance of evaluation (can achieve expected output?) ● Johari Window (importance of feedback) ● Evaluation method (survey, observation, etc) ● Evaluation criteria (effectiveness, efficiency, impact, etc) ● Lessons learnt (what did you learn from the activities?) ● Reflection to upcoming activities (anything can be reflected ?)
	Exercise	<ul style="list-style-type: none"> ● Exercise 2: Johari Window
	Lecture	<ul style="list-style-type: none"> ● Johari Window (importance of feedback) ● Evaluation method (survey, observation, etc) ● Evaluation criteria (effectiveness, efficiency, impact, etc)
	Exercise	<ul style="list-style-type: none"> ● Exercise 3: Evaluation
	Lecture	<ul style="list-style-type: none"> ● Lessons learnt (what did you learn from the activities?) ● Reflection to upcoming activities (anything can be reflected ?)

3.4. Results of Training

After the training, the trainees were requested to fill out feedback sheet about contents, material, trainer, understanding, etc. The following table shows improvement in understanding based on the result of the feedback from each DONRE. The improvement in understanding can be seen in all target DORNEs. The attendants could improve their understanding through the training at least. HCMC-DONRE improved the most through the trainings among the target DONRES.

Results of Feedback (Improvement in Understanding)

DONRE	Points (before the training)	Points (after the training)	Increase between before and after
HCMC	4.14	7.98	3.84
BRVT	6.48	8.52	2.04
TT-HUE	5.36	9.11	3.75
HNI	5.28	8.47	3.19
HPG	7.25	8.89	1.64

* Note: Full score is 10 points.

3.5. Impressions on Training at each DONRE

(1) HCMC

More than 20 persons attended the training and about 70% of the trainees were ladies. The attitude of trainees was very good, and particularly women's trainees were actively involved in the training. The trainees seem to be interested in planning among the four large training items. Some expressed evaluation part was the most difficult among the training items.

(2) BRVT

Six persons attended the training. Like HCMC, trainees in BRVT are also actively involved in the training. The trainees seem to be interested in planning among four large training items. The trainees also enjoyed the exercise for Jahari window, which is the model for better communication.

(3) TT-HUE

Trainees in TT-HUE were younger than other DONREs. Trainees seemed shy, but the attitude of trainees was very good. The trainees seem to be interested in planning and Johari window among the training. A large meeting room was used in the training, so it might cause lessening the concentration by trainees a little.

(4) HNI

Only four persons attended, and two of them joined the training nearly at the end of the training. One official was interested in the environmental awareness activities for kids in Japan. She seems to learn collaboration between environmental departments and educational departments in environmental education.

(5) HPG

The quality of output in exercise for planning in HPG was higher than other DONRE, it is because the trainees made great effort to address what they learnt as much as possible in the exercise for planning. Although senior officials do not attend the training due to their busy work environment, two senior officials attended the workshop in HPG. They were very eager to learn something from the training and facilitated the exercises.

3.6. Conclusion

The above three training objectives could be achieved more and less. Trainees could improve understanding and showed the interest in the planning part. The trainees understood the importance of target group setting, deliver key messages, and appropriate tools. Since evaluation part is addressed at the last part of the training, the trainer could not take much time on it. The trainer could deliver the importance of the evaluation and reflection through the exercise on Johari Window, but he could not deliver how to evaluate adequately. All trainees are expected to practice what they learnt in the training and try their ideas through Plan-Do-See process, since they already have the following good ideas in their mind.

- delivering importance and benefit of environment to the target group,
- making long time and continuous efforts,
- identify target groups, key message, and appropriate methods