

The program 'Wastewater and Solid Waste Management in Provincial Centers' contributes to improved environmental conditions in, at present, six provincial cities through the development of comprehensive wastewater and drainage management, comprising the enhancement of existing wastewater and storm water collection systems and the construction of pumping stations and new wastewater treatment facilities.

The lead agency for the technical cooperation (TC) component is the Ministry of Construction (MoC). The Vietnamese partner cities/provinces include: Bac Ninh, Hai Duong, Vinh/Nghe An, Can Tho, Tra Vinh and Soc Trang. The German partner institutions include KfW (German Development Bank) for Financial Cooperation (FC) and GTZ (German Technical Cooperation) as well as DED (German Development Service) for Technical Cooperation (TC).

**The Bac Ninh Water Supply & Sewerage Company Ltd and the Hai Duong Urban Public Works Management Company Ltd. implemented Public Information Campaigns (PIC) to disseminate to the concerned communities, which are residing in the project area, in detail (a) the development plans for the wastewater collection system and (b) mobilize the communities to support the construction process in their neighborhoods.**

The attention of the concerned local communities was addressed by the following PIC activities:

### 1. Parading with Panels and Posters:



Parade in Hai Duong City

To attract community attention a street parade with panels and posters was carried out in Hai Duong City. The campaign was supported by loudspeaker broadcasting and the placing of banners and posters at strategic locations in the concerned wards.

**2. Meeting with Representatives of Wards:** The wastewater company organized meetings with the representa-

**COMPONENT:** TC Component 2 – Capacity Development Wastewater Management (WWM)  
**PERSPECTIVE:** Community Participation Management (CPM)  
**ACTIVITY:** Public Information Campaign (PIC)  
**LOCATION:** Hai Duong & Bac Ninh  
**DATE:** December 2007 & April 2008

tives of wards, which are located in the project areas. These meetings were conducted with the participation of representatives from (a) the wards' people's committees, (b) women's union, (c) youth union, (d) fatherland front, (e) residential unit leaders and (f) other citizens to enhance their awareness about the wastewater project and to mobilize the assistance and support of the mass organizations at ward level. The participants were informed about project activities, which are scheduled for implementation in the project areas. The participants agreed to take responsibility for coordinating with and supporting the project in disseminating all relevant information to the communities in their area, and to mobilize the communities through provisions of information and awareness rising, assuring the communities assistance during the sewer construction period.

**3. Public Meetings at Residential Areas:** Based on agreements concluded during meetings held with the residential units' leaders, each residential leader agreed to be responsible for the organization of 'public meetings'. These activities were implemented in Bac Ninh be-

tween March and April 2008 and were monitored by the customer care unit (CCU) of the wastewater company. Company staff helped the leaders of the



Meeting at residential units in Bac Ninh

residential units to prepare and implement the public meetings. During the same events CCU staff distributed information leaflets to each family of the unit.

**4. Broadcasting:** Using available media, local authorities informed their citizens about the project. Besides the organization of 'public meetings', project related activities were periodically broadcasted by the provincial radio stations.