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Final Report on Environmental Awareness Campaign



Project: Rural Investment in Local Governance Project (RILGP), NCDD

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1. Introduction

The Royal Government of Cambodia received a loan and grant from World Bank/IDA to support the implementation of the Rural Investment in Local Governance Project (RILGP). RILGP was initially implemented by Seila Task Force under the Seila Program until December 2006. From January 2007, responsibilities in implementing RILGP were transferred to the National Committee for Management of Decentralization and Deconcentration Reform (NCDD), Ministry of Interior. The development objective of RILGP is to contribute to rural development and poverty reduction through supporting provision of priority public goods and services at the commune level, as well as to promote good local governance through support of decentralized and deconcentrated participatory local governance systems at the commune and provincial levels.

Commune/Sangkat Fund (CSF) Project is a project under RILGP. CSF Projects are implemented in all 24 Provinces/Municipality and it extensively covers over 1,473 Communes/Sangkats through out Cambodia. RILGP support plays a crucial role in promoting the capabilities at commune and provincial levels to design manage and contract small infrastructure projects. RILGP also supported the development of the systems to ensure that environmental and social risks and challenges related to land acquisition are properly identified and effectively dealt with. The project also plays a main role in increasing accountability for the use of funds at sub-national level through its supports to Provincial and National Accountability Working Groups.

The designs and implementations of CSF project have been guided by the Project Implementation Manual (the PIM). This manual provides completed guidelines including environmental and social safeguard guidelines. However, the awareness and knowledge of commune councils and local people regarding environmental safeguards and the PIM were found to be very limited. Thus, NCDD has initiated a campaign called environmental awareness campaign to raise awareness and knowledge of commune council and local people regarding environment, environmental guidelines, and the PIM. This campaign was conducted in 2009 in 10 selected communes. This campaign played an effective role in improving awareness and understanding of environment and CSF Project. And in 2010, NCDD therefore expanded this campaign to another selected 50 Commune/Sangkats in 5 provinces. The main objectives of this environmental awareness campaign were:

- To increase local people's knowledge of the general concepts of environmental degradation, natural resource management. The awareness campaign also aimed to increase local people's knowledge of the existing environmental analysis procedures as indicated in PIM;
- To make people aware of connections between living beings, their habitats and the potential economic benefits of conservation, as well as helping to develop skills and improve knowledge of individuals in the fields of environmental protection and conservation.
- To build awareness of local people and to improve knowledge of commune councils of environmental guidelines for CSF Projects, the requirement and procedures of environmental impact analysis of proposed CSF Project including environmental study and management plan, the screening process, impact mitigation, and monitoring.

2. Methods of Campaign

The success of a program is critically dependent on the participation of the people, particularly the target groups, in the implementation process. To enable people to participate in the development process, it is necessary that people have adequate knowledge about the nature and content of the program. In this connection, Information, Education and Communication (IEC) is a potential tool to raise awareness and change attitude of people on a particular issue such as environment and natural resource conservation. It is an effective tool for environmental awareness campaign program. As CSF Project requires a strict environmental impact analysis and which guideline on this environmental analysis study is clearly mentioned in the Project Implementation Manual (the PIM) for the CSF project. However, awareness and knowledge of implementers, commune council and local people on this guideline and the PIM is quite poor. Thus, environmental awareness campaign was initiated and IEC was adapted by Kasekor Thmey (KT) Organization to carry out this campaign. Below provides brief description about this Information, Education, and Communication tool.

The tool comprised of printed posters, additional pictures, and brochure materials. The materials used in 2009 by Mekong Think Tank, were reviewed in order to ensure that the environmental analysis procedures in the PIM for CSF projects was portrayed in proper perspective. The PIM was a core document to formulate concepts, ideas, and procedures in posters, brochures, and additional pictures for the campaign. The power of the poster, brochures, and additional pictures arises from its ability of appealing to the minds of people and being capable of moving their hearts into communication. Together with this material, the printed word, pictures, and cartoons continues to play a crucial role in disseminating information.

2.1 Information

Information on environment, natural resources, sustainable development, and guidelines on environmental safeguard in the PIM and other sources was converted into messages in posters, brochures, and additional pictures. Sessions of brainstorm were organized with all stakeholders, particularly NCDD. Following these sessions the existing posters, brochures, and additional pictures have been revised in the final drafts and the revised versions were pre-tested to assure that the tool works properly to respond the goal.

2.2 Education

Education is a mean to convey messages in campaign materials (posters, additional pictures, and brochure) to commune council and villagers. Education provided through a certain *training curriculum module*, designed by the campaign team leader of KT and approved by NCDD during Inception Report. It was provided to all levels of people in the target communes including commune council and villagers. It is also make people aware and can communicate and getting use of related information in the PIM.

2.3 Communication

Communication was the exchange of information and sharing knowledge on environment and environmental guidelines of CSF project. Communication was either through direct instruction of field instructors or with the aid of messages of posters, brochures, and

additional pictures. To undertake these tasks, each campaign session was separated into three parts. The first part was the introduction to the subjects; the second was the plenary discussion within the group of people, and the third was the summary of session and to let the group to reflect understandings on messages of campaign.

2.4 Organization of Campaign

The campaign was conducted in selected 50 communes of CSF Project communes in 5 provinces, Kampong Cham, Kampong Thom, Banteay Meanchey, Kampot, and Koh Kong provinces that have different ecological features, such as wetland area, high land area, and coastal zone (Figure 1). In order to accommodate participation of people from every village, 2 to 3 campaigns were offered in different places in a targeted commune. Two campaigns were provided to communes with population less than 2500 households and three campaigns were given for those communes with population bigger than 2500 households.

2.5 Organization of Campaign Team

Kasekor Thmey (KT) organization formed a team to carry out the campaign. The team consisted of a team leader, a technical supervisor, field coordinators, field instructors, and assistants (Appendix 4). The team composed of highly educated people who have full environmental knowledge and experience with awareness campaigns. The team was under the management of team leader and technical supervisor. At field operation, two field coordinators were assigned to manage field activities of campaign under supervision of technical supervisor. All field coordinators, instructors and assistants were trained at the beginning for them to absorb all relevant information and the methods of instruction prior to conducting actual field instruction.

3. Overview on Campaign Materials

This campaign targeted at people in rural and remote areas with low education and environmental awareness. Materials were designed to facilitate easy understanding of rather complicated matters. Four materials/tools that incorporated all messages related general environmental, natural resources, and environmental guidelines in the PIM were developed for the campaign. These materials/tools are poster, brochure, additional pictures, and curriculum. An overview on each of these materials is given below.

3.1 Poster

A poster was developed as illustration used during the instructions and also to be distributed in villages, communes, districts, and provinces. This poster integrates the PIM's guidelines for the environmental study of CSF projects (Appendix 2). It incorporates all six steps of environmental impact assessment study of CSF Project including: (i) screening, (ii) environmental study plan, (iii) environmental impact analysis, (iv) environmental management plan, (v) monitoring, and (vi) reporting.

This poster was utilized in the campaign to demonstrate the environmental impact assessment of CSF projects. In order to make this poster easily to see from long distance during campaign, the poster was cut into 6 pieces that were laminated and could be circulated among the participants. Each piece represents a step of environmental impact study of CSF project. This poster was also distributed to villages, communes, districts and

provinces to be posted at information boards. By doing so, people who did not participate in campaign could still get the message of environmental impact study of CSF project.

3.2 Brochure

The brochure broadly incorporated messages about environment, natural resource conservation, sustainable development, and environmental impact assessment of CSF project. Its design was simple with text and pictures with total of 16 pages of A4 size. It was developed in a flow of messages and separated into nine interrelated sections including: (i) what is environment, (ii) natural resources, (iii) why we should know about the environment, (iv) relationship of people and environment, (v) development and CSF project, (vi) environmental impact analysis of CSF project, (vii) impacts management and mitigation measures, (viii) natural resource management, and (ix) sustainable development. This brochure was given the participant to take home and share with his/her family member and neighbors.

3.3 Additional Pictures

Four pictures including poster were designed and printed in large laminate plastic for instruction to participants. These four additional pictures demonstrate useful information on: (i) the use of the natural resources by local people for their livelihoods, and environment, (ii) guidelines of environmental impact assessment of CSF projects, and (iii) identification of environmental impacts and determination of appropriate mitigation measures of a proposed new rural road project, and (iv) impacts of a project to increase rice yield by using chemical pesticides and fertilizers. These four pictures were used as main support materials for instructors to deliver, explain, and elaborate detailed messages regarding the environment, natural resource management and other effects on the environment caused by the implementation of CSF project (Appendix 3).

3.4 Curriculum for the Campaign

Campaign curriculum describes the points to be included in campaign. It is a master material for the design and development of poster, brochure, and additional pictures for the campaign. It is the main guideline for the instructors. It provided all points and detailed all messages that instructors should cover and elaborate in campaign. Curriculum has been well designed indicating systematic procedures that are easy for field instructors to deliver, easy to understand and useful messages for local people. Its details are very similar to brochure while it extensively covers environment, natural resource, the important of environment, relationship of environment and people, development of CSF project, environmental impacts analysis of CSF project, impact management and mitigation measures, natural resource management, and sustainable development. All main points in curriculum were summarized and prepared on flip chart for presenting to participants in campaign. By doing so, instructors can easily instruct point by point and keep the proper flow of messages. Dissemination of the messages disseminated by the field instructors to the participants was regarded as the *communication*.

4. Completed Activities of the Campaign

Field activities of the campaign started on the 2nd of October and ended on the 1st of November 2010. There were three major completed activities including: (1) training for field

instructors and assistants, (2) pre-testing of campaign materials and skills of instructors, and (3) the implementation of field campaign. The details of these activities are given below:

4.1 Training for field instructors and assistants

A two-days training for field instructors and assistants was conducted on the 2nd and 3rd of October 2010. This training was conducted by team leader and technical supervisor of the campaign and was intended to train instructors and assistants in the use of the campaign materials and procedure of the campaign. This training covered three main components.

- ❖ First was the training on campaign materials such as curriculum, posters, additional pictures and brochure. The instructors and assistants were trained to capture the whole picture and fully understand the messages of the materials and when and how to deliver these materials during campaign.
- ❖ Second was the explanation of procedures of conducting campaign including schedule of campaign, participant selection (commune council members, five interviewed people, and villagers), appropriate number of participants to start the session, appropriate location to conduct the campaign, prior communication with commune chief, and other measures to make the campaign run smoothly.
- ❖ Third was instruction about the ways to address any constraints that might confront by the groups. These include raining, flooding and difficulties in gathering people to meet the target number (30-50 attendants), target people (commune council and interviewed people, and other people from different villages of the commune) to the campaign.

Since all appointed instructors have solid background on environment and concept of environmental impact assessment, they could easily follow and catch the messages and information of campaign materials, and they were also able to elaborate in detail and in a simple way to local people. At the end of the training, each instructor was requested to practice instruction to the group and in front of team leader and technical supervisor. This is a way to improve performance of instructors and correct their mistakes.

4.2 Pre-testing on campaign materials and instructors' skills

The materials and the skills of the instructors were pre-tested before Phchum Ben festival on 4th October in Bathey and Mepring communes, Kampong Cham Province. Through this one-day testing, we observed that attendants were much interested in this campaign. They listened carefully and participated in discussion during campaign. Campaign materials such as poster, brochure, and additional pictures accommodated easy understanding of attendants. However, some weak points were found as summarized in Table 1. This table also presents points to be improved and changes to be made.

Table 1 Weak points and changes to be made for the campaign after Phchum Ben Festival

Component	Point to be improved	Changes to be changed
Flip chart*	Flip charts contained too detailed information	Technical supervisor revised flip charts by putting only main points on
Poster	No comment	No change to be made (Poster was separated into 6 pieces that reflect of six steps of EIA guideline)

		of Commune/Sangkat fund project)
Brochure	No comment	No changes to be made (Brochure was interested participants to look and read)
Additional pictures	No comment	No changes to be made (these 4 additional pictures have been used for instruction of instructors and they were potential in conveying messages of campaign to participants)
Instructors	<ul style="list-style-type: none"> • Instructors speak fast, • Most of talks referred to flip chart 	<ul style="list-style-type: none"> • Speak slowly and clearly, keep session within one and half to two hours • Remember all detail information in flip chart and all talks should be referred to pictures • Elaborate clearly about the 6 steps of EIA guidelines of CS fund project • Give a concrete summary on messages of campaign at the end of campaign
Field assistants	<ul style="list-style-type: none"> • Not active enough to help instructor 	<ul style="list-style-type: none"> • Keep along with instructors' talking and pointing or holding pictures to show to participants • Take note all questions that have been raised by participants during campaign session • Encourage participants to raise questions and answers to instructor' questions
Field coordinators	<ul style="list-style-type: none"> • Participation of commune council members 	<ul style="list-style-type: none"> • Inform commune chief clearly about the different commune council members to be participated in morning and afternoon campaigns

* Flip charts indicate points to be presented by instructors. It was developed from campaign curriculum for instructors

4.1.3 The implementation of field campaign

The campaign was conducted in five provinces starting in Kampong Cham to Kampong Thom, Banteay Meanchey and then to Kampot, and Koh Kong Provinces. Figure 1 demonstrates these selected five provinces and moving of campaign from province to province. Please be noted that, this campaign is likely a semi-campaign-training. Since environmental guidelines of CSF project are technical terms, thus a group of people were invited from every village in the selected commune to the campaign venue to observe and listen the instruction and explanation of instructors on environment and environmental guidelines of CSF Project. The detailed results of field campaign are presented in section 5 below.

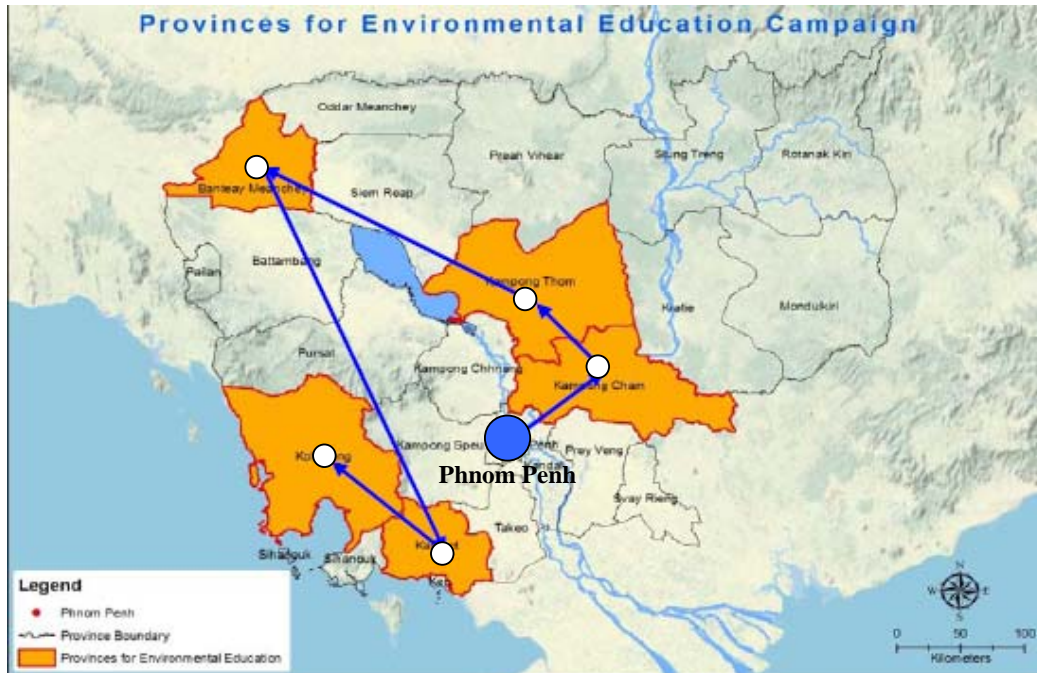


Figure 1 Provinces of conducting environmental awareness campaign and moving of campaign

5. Results of the Campaign

5.1 Completion of Campaign

Ten communes in each of these five provinces were offered the campaign. Number of campaign session offered for each commune was varied from 2 to 3 sessions. Two sessions were given to those communes with population less than 2500 households and other communes were given three sessions. With this benchmark, 45 selected communes were given with two sessions while other 5 communes were offered with three sessions. Finally, total numbers of campaign sessions that have been offered in Kampong Cham, Kampong Thom, Banteay Meanchey, Kampong Speu, and Koh Kong Provinces are 23, 20, 22, 20, and 20, respectively, with overall total amounting to 105 sessions. This total number is one session less than in Inception Report. This is due to inaccessibility of Chamnol commune with three campaign sessions in Mongkol Borei district and this commune was replaced by Poy Char commune with two campaign sessions instead. For details please refer to Appendix 1 in this report.

The campaign was finished earlier than planned in the Inception Report. This was due to the concerns about rain and flood in October that could affect the delay of campaign. The working schedule was rearranged from original schedule of conducting one session per sub-working group¹ per day to two sessions and all days a week. By doing this, the campaign was accelerated and was finished about three weeks prior to original schedule. Table 2

¹ The entire working group of campaign comprised of four sub-working groups and each sub-working group consisted of one instructor and one assistant. Three of these four sub-working groups were functioned in offering campaign session while another sub-group worked on arranging the meetings with commune authority for organizing campaign.

presents the completed communes, number of campaigns that have been offered and total number of attendants in each commune.

Table 2 List of communes offered campaign, numbers of campaign sessions and attendants

Kampong Cham Province							
District	Commune/Sangkat	# of Session	Date of campaign	# of Atten.	# Female	# of Council	# of Intervi-
Bathey	Bathey*	3	04/10/2010	119	50	5	5
	Mepring	2	04/10/2010	96	52	5	4
	Chealia*	2	11/10/2010	75	35	5	4
	Sambo*	3	11/10/2010	129	63	6	4
	Tang Kra- sang	2	11/10/2010	76	12	6	5
Prey Chhor	Lvea	2	12/10/2010	104	60	4	5
	Mean*	3	12/10/2010	99	62	6	5
	Tong Rong	2	13/10/2010	107	66	5	5
Kampong Siem	Hann Chey	2	13/10/2010	120	60	4	3
	Kean Chrey	2	13/10/2010	110	61	6	4
Sub-total		23		1035	521	52	44
Kampong Thom Province							
Baray	Srolao	2	14/10/2010	74	50	6	4
	Baray	2	14/10/2010	86	34	4	4
	Pongror	2	14/10/2010	88	35	5	4
Santok	Tang Kra- ang	2	15/10/2010	87	39	3	4
	Tipo	2	15/10/2010	70	32	3	5
Prosat Baland	Sala Visai*	2	15/10/2010	71	48	6	4
	Tuol Kreul	2	16/10/2010	99	65	5	4
Stoung	Samprouch	2	16/10/2010	102	32	7	5
	Prolay	2	16/10/2010	93	31	6	4
	Msa Krorng	2	16/10/2010	93	58	5	5
Sub-total		20		863	424	50	43
Banteay Meanchey Province							
Phnom Srok	Poy Char*	2	17/10/2010	78	29	5	4
	Phnom Dey	2	17/10/2010	97	41	4	5
	Nam Toa	2	17/10/2010	102	50	5	4
Preah Netr Preah	Chob Veari	2	18/10/2010	102	32	5	3
	Phnom Lieb	3	18/10/2010	152	71	6	5
	Preah Netr Preah	3	18/10/2010	145	57	6	5
Svay Cheik	Svay Cheik	2	19/10/2010	49	19	5	4
			28/10/2010	38	3		
	Treas*	2	19/10/2010	38	21	4	4
			28/10/2010	29	13		
Mongkul Borey	Ta Lom	2	20/10/2010	94	27	4	4
	Koy Meng	2	20/10/2010	83	32	4	3
Sub-total		22		1007	395	48	41
Kampot Province							
Chum Kiri	Snay Anhchet	2	22/10/2010	85	20	4	5
	Sre knong	2	23/10/2010	111	63	4	4
Dang Tong	Sre Chea Khang Cheung	2	23/10/2010	88	34	3	3
	Sre Chea Khang Tbound	2	23/10/2010	88	34	4	4
	Prek Thnout	2	24/10/2010	98	81	5	2
Kampot	Koh Touch	2	25/10/2010	82	41	4	4
	Trey Koh	2	25/10/2010	82	41	5	3

	Koun Satv	2	24/10/2010	79	40	7	4
Tek	Andoung Khmer	2	01/11/2010	71	50	5	3
Chhou	Kampong Bay	2	25/10/2010	105	62	6	3
Sub-total		20		890	458	47	35
Koh Kong Province							
Sre Ambel	Chroy Svay	2	26/10/2010	110	67	3	n/a
	Beoung Prav	2	26/10/2010	101	54	4	n/a
	Sre Ambel	2	26/10/2010	92	24	4	n/a
Botom Sakor	Andong Tek	2	27/10/2010	61	23	3	n/a
	Kandol	2	27/10/2010	107	51	5	n/a
Koh Kong	Ta Tai Krom*	2	28/10/2010	53	35	3	n/a
	Tra Pangroung	2	28/10/2010	83	45	4	n/a
Mondol Sima	Toul Koki Leu	2	29/10/2010	79	37	3	n/a
	Bak Klorng	2	29/10/2010	103	59	3	n/a
Smach Meanchey	Smach Meanchey	2	30/10/2010	110	75	5	n/a
Sub-total		20		909	470	37	

* One campaign in these communes was started with number of attendants of 25 to 30

5.2 Participation and Attendants of Campaign

The target number of participants per campaign session was 30 to 50. In case the number of people present was lower reach this number, the sessions were delayed up to one hour to starting time until numbers of attendants reached at least 30. However, eight sessions among the completed 105 sessions were started with number of attendants between 25 and 30. These were because of heavy rains that caused flooding villages and roads or people were busy with rice cultivating activities, fishing, collecting non-timber forest products. In serious cases, four campaign sessions in Svay Cheik, Treas, Andoung Khmer communes were rescheduled due to number of attendant being below 25.

Attendants included commune council members, five interviewees and villagers (female and male) from each village in commune. The presence of commune council and interviewees who were interviewed for the pre-assessment of the campaign² were very important for the campaign. Commune chief who was the main contact person for each commune for organizing campaign were contacted and informed clearly about the number of campaigns to be conducted in his/her commune, target number of attendants, and importance of commune council and interviewees in campaign.

Figure 2 indicates average number of attendants including commune council and interviewees in a campaign session. As a result, the average number of attendants in a campaign in each province is very similar, around 46. The average number of commune council participation in each commune was about 5 for Kampong Cham, Kampong Thom, Banteay Meanchey, Kampot Provinces and about 4 for Koh Kong province while interviewees was around 4. Women attendants were also a target group of campaign since women are significant part of the population and participate in the projects. The proportion of female attendants in campaign is around 48%. However, it was recognized that attendance of some women with their babies/kids in campaign led to a loss of concentration and also annoyed others attendants in campaign.

² In the context of the assessment of the impact of the Environmental Awareness campaign, a separate consultancy conducted by Mr. Dok Doma.

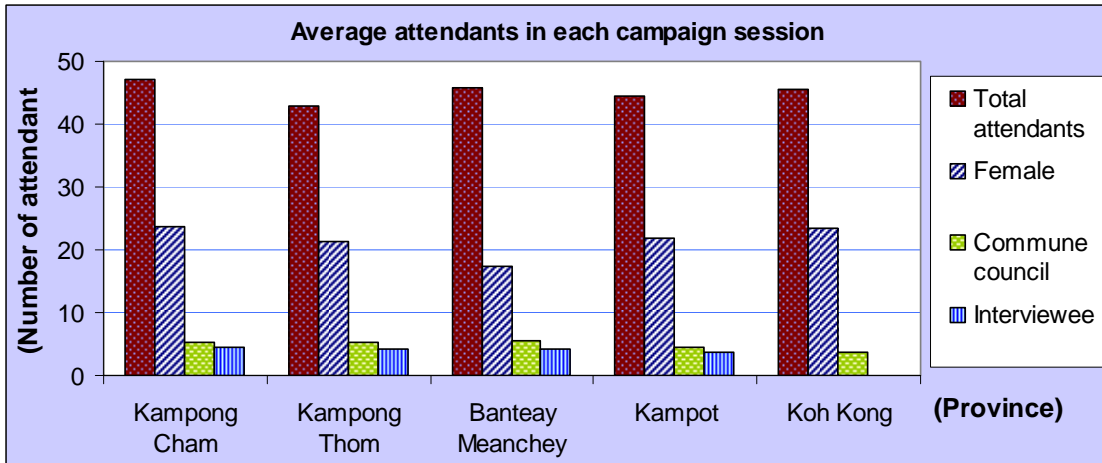


Figure 2 Average attendants of participant in each campaign

5.3 Location of Campaign

The campaigns were conducted in two or three different places in commune, depending on number of campaign sessions in each commune. The different venues in the commune for the 2 to 3 campaign sessions were selected by the commune chiefs since the best know the places that are appropriate for the campaign. Three criteria were considered in determining place for the campaign. First, the place should be at a central location facilitate travel and participation of people. Second, the place should be large and appropriate enough to accommodate sitting and concentrating of attendants. And third, the place should be safe from rain. Commune centers, schools, temples, or villager’s houses were common places to organize the campaign, satisfying the three criteria. Figure 3 presents distribution of venues of campaign. As results, 26% of total campaign sessions were organized at commune centers, 16% were at school, 31% were at pagoda or festival center, and 27% were at villager’s house or under the tree near villager’ house.

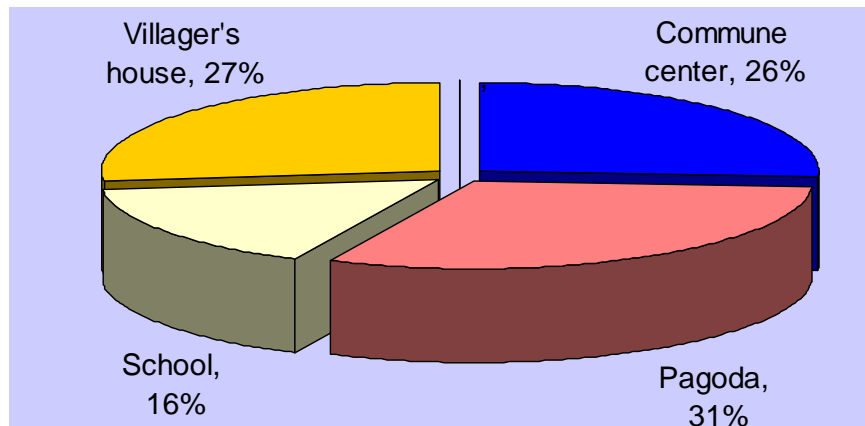


Figure 3 Distribution of venues of the campaign

The places where the sessions were held may have some effects on the campaign’s effectiveness. Some of campaigns that were organized at villager’s houses or pagoda were disturbed by children and animals such as pigs, cows, and dogs. These include children brought by attendants and neighboring children in village. Sessions that were organized at commune centers or at schools were free from such disturbances. People coming to these

venues, including women were free from their children and they could concentrate better on the campaign.

5.4 Operation of Campaign Session

This environmental awareness campaign was conducted one session in morning at 8:00 and one in afternoon at 2:00 for communes with two campaign sessions. For those communes with three campaign sessions such as Mepring, Sambo, Mean, and Kien Chrey Communes, two sessions were conducted on the first day and third session on the next day (Appendix 1), excepts Bathey commune where all the three sessions were conducted the same day. As scheduled, six campaign sessions were completed per day. Each campaign session was separated into three parts as described below:

5.4.1 Starting

The campaign session was started due at 8am in morning and 2pm in afternoon with number of participants between 30 and 50. Most completed sessions were conducted as scheduled. However, few sessions started earlier when a sufficient number of participants had arrived to start. Some sessions were delayed up to one hour due to as rain, insufficient participants, missing council members or missing interviewed people. At the start, the commune chief or commune council who were present in training were asked to give short opening. By doing this, attendants felt ready to start with instructor. After opening of commune chief, instructor gave short introduction to NCDD, CSF project and the campaign before going into detail on campaign materials. Brochures were distributed to participants after instructor introduced about the campaign.

Before starting the second part of the session, the instruction, instructors asked some questions to investigate overall awareness and understanding of attendants on environment and environmental guidelines of CSF Project. These questions included the following: What is environment? What are requirements of CSF Project on environment? How these requirements can be met? The responses of attendants to these questions were diverse and sometimes not clear. This indicates that awareness of people on environmental and CSF project was limited at the beginning of the instructions.

5.4.2 Instructions

Instructors presented the messages of the campaign with detailed explanation of the materials as prepared point by point on flip chart. The instruction was slow, clear and consistent. The instructors constantly referred to materials (campaign curriculum, 4 additional pictures, 6 pieces pictures of poster, brochure, and the PIM). In order to bring good participants' attention, activate, interactions in session, instructors usually asked some questions to get answers from the floor. Usually the instructors asked about "who knows about the CSF Projects?" and other questions that reflect on actual condition of the commune's environment.

The six steps of EIA guidelines of CSF Project were clearly explained with the detailed steps on the separate six pieces of poster. To give additional clarification on requirement of EIA study of a proposed CSF project, instructors always asked if their commune was on the commune watch list. Unfortunately, most of communes did not know about this watch list. They do not know what this watch list is about, and in which category their commune falls.

In addition, an exercise to brainstorm about environmental impacts and any measures to mitigate these impacts of a proposed rural road through a village (Appendix 3b) was raised. Two pictures below show materials, equipment, and presenting of instructors to participants.



Figure 4 presentation of instructor to participant



Figure 5 Participants were interested to read on brochure

After ending all points on the flip chart and before going to final part, instructors asked some questions on main points of materials to reflect the understanding and memorizing of participants. These questions included the following: What is environment? Why CSF project requires strict consideration on environment? What are steps in conducting environmental analysis of CSF Project? Attendants were able to answer such questions well and rightly. This shows that attendants improved their awareness and have gained knowledge on environment and CSF Project. This recognition is similar the results of PRECAM and POSTCAM impact assessment, which was shown in workshop on 29 November, that show a significant improvement of awareness and knowledge of attendants after participating in campaign.

5.4.3 Summary

After questions and answers, a summary on session was given for about 5-10 minutes at the end of each campaign session. At the end, participants were asked to share brochures they received and disseminate their knowledge gained and understanding from this campaign with their family members and neighbors. Posters were distributed to commune and village chiefs for posting at commune and village centers.

6. Constraints Management of Campaign

Rain and rain water flood were the core constraints of campaign. They caused the delay of time to start the sessions and created some difficulties in gathering people to the venue. In addition, commune councils were also busy with organization the campaign for election list checking. People were busy in rice cultivation, fishing, and collection of non-timber forest. Thus they were also constraint to find convenient time to participate in campaign. However, these constraints were managed strategically to accommodate every campaign session to be able to conduct smoothly with its target number and attendants.

To address to these constraints, sessions were held in morning and afternoon at different places in commune. Commune chief were send notice about the importance of the participation of commune councilors and interviewees. Delaying the start of a session was another solution to get enough people attending the campaign. Deployment of working group members to go together with village chiefs by using campaign working group's vehicles to collect and transport people to the campaign place was another manner often practiced when heavy rain caused flooding of the road to the campaign place. In some cases like Svay Cheik and Treas communes, Banteay Meanchey Province, that were having heavy rain and serious floods , the session had to be shifted from 19 October to 28 October.

7. Conclusions

This environmental awareness campaign was finished successfully and fruitfully. The average number of people participated in campaign amounted to 46 persons and number of commune councilors and interviewed people per commune were around 5 and 4 persons, respectively. Attendants were interested and happy in attending in campaign. They understand well the messages of the campaign. This is based on observing their responses to questions at the beginning and at the end of campaign. The sufficient number of materials and equipment to accommodate easy understanding of local people was important for this accomplishment. Instructors who have good environmental knowledge have also given good instructions, clear explanations, simple elaborations on materials, and good interaction to draw attention and concentration of attendants in campaign.

Awareness and knowledge of local people on environment and environmental guidelines of CSF Project before the campaign were limited. This can be overcome through an effective awareness campaign. Effective campaign requires good design of appropriate materials for the target people, good instructors who have experience and enough basic knowledge , and have enough equipment to accommodate understanding of people with low educated. This campaign improved knowledge and increased awareness of commune council and local people on environment in general and environmental impact assessment of CSF project in particular. This is also confirmed by the findings of impact assessment survey of campaign. The increasing awareness on project may increase level of participation of people in proposed C/S Fund projects as well as in environmental impact analysis of proposed project.

Commune watch list are important for the environmental analysis of proposed CSF project. It provides a clear message to commune council about requirement of environmental impact analysis if their commune is on the watch list. However, awareness of commune council and local people on this watch list was very poor. Most of them did not know about this watch list. They were not aware whether their commune is on the watch list or not. It is necessary that commune council should be aware of this watch list so that they can be able to prepare environmental impact assessment of proposed projects in their commune appropriately.

8. Recommendations

Through experiences gained from this campaign, potentials of this campaign in improving awareness on environment and environmental guidelines of CSF Project, and observing limitation of awareness and knowledge of commune council and local people on environment, environmental guidelines and PIM before the campaign, it is recommended that this campaign be expanded to other CSF communes throughout Cambodia. Awareness and knowledge of people on environment as well as environmental impact analysis of CSF project can be improved, participation of people in project can also be improved, and success of projects can be ensured.

In order to maximize outcome of this campaign, the idea of *training of trainer* should be considered for the next campaign. The invited people in campaign would be potential persons to disseminate the messages of campaign to their family members and neighbors. Thus, selection of people to attend in campaign is important. Campaign working group should be involved in the identification of attendants with assistance from commune and village chiefs. Women should also be a target group of attendants, but they should be selected among those who are not burdened by taking care of their children.

The place to conduct campaign and the numbers of attendants are also important for the success of campaign. The campaign can effectively and conveniently work with participants of 30 to 50. Commune centers and schools would be the convenient places to organize campaign. Conducting campaign at these places can avoid the disturbance from children and animals and attendants can concentrate better on the campaign. However, conducting campaign at pagoda and at villager' house would also be alternatives.

The time of the year to conduct campaign should also be considered to reduce constraints especially from rain and flood. Dry season within period that local people are free from cultivation is good time to conduct campaign. Between May and July would be the most convenient time for campaign because during this time people finished harvest dry season rice and preparation for the New Year. In addition, in order to maximize benefits, campaigns should be organized at the time before CSF project conducting environmental analysis study. By doing so, commune council can use knowledge gained from campaign to improve EIA study of proposed CSF projects in their commune.

Increased awareness on environmental watch list is emerging as a challenge for the commune councils. Since commune watch list is an important criterion for the requirement of environmental impact analysis of proposed project and since the majority of communes do not know about this watch list, trainings at commune level to disseminate this watch list is critical. If commune councils are know very well whether or not their commune is on the watch list, they can prepare and conduct environmental impact assessment of proposed project in their commune appropriately.

Appendices

Appendix 1

List of completed campaign sessions

Kampong Cham Province								
District	Commune/ Sangkat	# of Session	Date of campaign	# of Attendan	# Female	# of Council	# of Interviewee	Remark
Bathey	Bathey	3	04/10/2010	52	19	2	3	
			04/10/2010	29	13	1	1	Heavy rain
			04/10/2010	39	18	2	1	
	Mepring	2	04/10/2010	49	26	3	3	
			04/10/2010	47	26	2	1	
	Chealia	2	11/10/2010	28	15	3	2	Heavy rain
			11/10/2010	47	20	2	2	
	Sambo	3	11/10/2010	25	3	3	2	Heavy rain
			11/10/2010	58	36	2	1	
			11/10/2010	46	24	1	1	
Tang Kra- sang	2	11/10/2010	39	5	3	3		
		12/10/2010	37	7	3	2		
Prey Chhor	Lvea	2	12/10/2010	49	38	2	4	
			12/10/2010	54	22	2	1	
	Mean	3	12/10/2010	34	17	2	3	
			12/10/2010	28	21	1	1	Heavy rain
			12/10/2010	37	24	3	1	
	Tong Rong	2	13/10/2010	52	33	3	2	
13/10/2010			56	33	2	3		
Kampon g Siem	Hann Chey	2	13/10/2010	63	26	2	1	
			13/10/2010	57	34	2	2	
	Kean Chrey	2	13/10/2010	52	22	3	1	
			13/10/2010	58	39	3	3	
Sub-total		23		1035	521	52	44	
Kampong Thom Province								
Baray	Srolao	2	14/10/2010	34	27	2	1	
			14/10/2010	40	23	4	3	
	Baray	2	14/10/2010	34	16	2	3	
			14/10/2010	52	18	2	1	
	Pongror	2	14/10/2010	50	20	5	2	
			14/10/2010	38	15	2	2	
Santok	Tang Kra- ang	2	15/10/2010	42	15	2	3	
			15/10/2010	45	24	1	1	
	Tippo	2	15/10/2010	35	15	2	4	
			15/10/2010	35	17	1	1	
Prosat Baland	Salavisai	2	15/10/2010	45	32	4	2	
			15/10/2010	26	16	2	2	Heavy rain
	Tuol Kreul	2	16/10/2010	56	33	3	1	
			16/10/2010	43	32	2	3	
Stoung	Samprouch	2	16/10/2010	49	12	4	3	
			16/10/2010	53	20	3	2	
	Prolay	2	16/10/2010	51	18	4	3	
			16/10/2010	42	13	2	1	
	Msa Krong	2	16/10/2010	49	34	3	4	
			16/10/2010	44	24	3	1	
Sub-total		20		863	424	53	43	

Banteay Meanchey Province								
Phnom Srok	Poy Char	2	17/10/2010	26	7	2	2	Heavy rain
			17/10/2010	52	22	3	2	
	Phnom Dey	2	17/10/2010	43	13	2	5	
			17/10/2010	54	28	2	0	
	Nam Toa	2	17/10/2010	41	18	3	3	
			17/10/2010	61	32	2	1	
Preah Netr Preah	Chob Veari	2	18/10/2010	50	14	3	2	
			18/10/2010	52	18	3	1	
	Phnom Lieb	3	18/10/2010	48	12	3	4	
			18/10/2010	61	31	1	0	
			18/10/2010	43	18	2	1	
	Preah Netr Preah	3	18/10/2010	55	23	3	3	
			19/10/2010	48	19	2	2	
			19/10/2010	42	15	1	0	
Svay Cheik	Svay Cheik	1	19/10/2010	49	19	2	4	
			28/10/2010	38	3	3	0	Made up
	Treas	1	19/10/2010	38	21	4	4	
			28/10/2010	29	13	1	0	Made up
Mongkul Borey	Ta Lom	2	20/10/2010	44	18	2	3	
			20/10/2010	50	9	2	1	
	Koy Meng	2	20/10/2010	38	16	2	2	
			20/10/2010	45	16	2	1	
Sub-total		20		1007	385	54	41	
Kampot Province								
Chum Kiri	Snay Anhchet	2	22/10/2010	37	11	1	3	
			22/10/2010	48	9	2	2	
	Sre knong	2	23/10/2010	39	14	1	4	
			23/10/2010	72	49	1	0	
Dang Tong	Sre Chea Khang Cheung	2	23/10/2010	38	19	3	4	
			23/10/2010	50	15	0	0	
	Sre Chea Khang Tboung	2	23/10/2010	44	19	3	4	
			23/10/2010	54	15	0	0	
	Prek Thnout	2	24/10/2010	44	25	5	1	
			24/10/2010	54	28	0	1	
Kampot	Koh Touch	2	25/10/2010	34	27	2	4	
			25/10/2010	38	14	2	0	
	Treuy Koh	2	25/10/2010	47	27	2	4	
			25/10/2010	35	14	2	0	
	Koun Satv	2	24/10/2010	44	20	6	4	
			24/10/2010	35	20	1	0	
Tek Chhou	Andoung Khmer	2	01/11/2010	36	23	5	2	Made up sessions
			01/11/2010	35	27	0	1	
	Kampong Bay	2	25/10/2010	44	17	6	1	
			25/10/2010	62	45	4	2	
Sub-total		20		890	458	47	35	
Koh Kong Province								
Sre Ambel	Chroy Svay	2	26/10/2010	79	49	2	n/a	
			26/10/2010	31	18	1	n/a	
	Beoung Prav	2	26/10/2010	59	23	2	n/a	
			26/10/2010	42	31	2	n/a	

	Sre Ambel	2	26/10/2010	48	7	3	n/a	
			26/10/2010	44	17	1	n/a	
Botom Sakor	Andong Tek	2	27/10/2010	31	16	2	n/a	
			27/10/2010	30	7	1	n/a	
	Kandol	2	27/10/2010	50	21	5	n/a	
			27/10/2010	57	30	0	n/a	
Koh Kong	Ta Tai Krom	2	28/10/2010	25	15	2	n/a	
			28/10/2010	28	20	1	n/a	
	Tra Pangroung	2	28/10/2010	38	24	2	n/a	
			28/10/2010	45	21	2	n/a	
Mondol Sima	Toul Koki Leu	2	29/10/2010	37	15	2	n/a	
			29/10/2010	42	22	1	n/a	
	Bak Klorng	2	29/10/2010	48	26	2	n/a	
			29/10/2010	61	33	1	n/a	
Smach Meanchey	Smach Meanchey	2	30/10/2010	55	35	3	n/a	
			30/10/2010	65	40	2	n/a	
Sub-total		20		909	470	37		

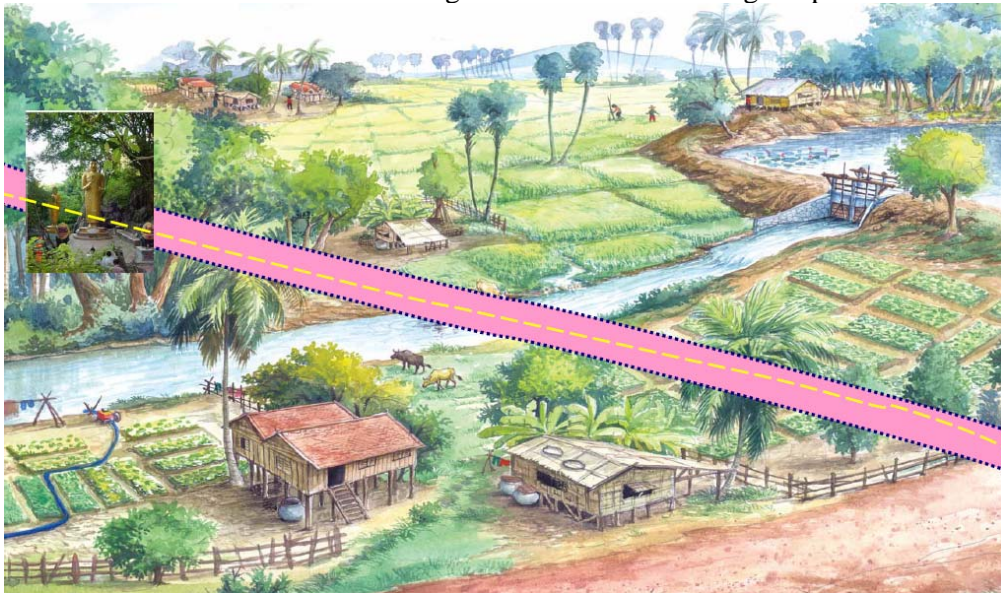
Appendix 3

Additional pictures

Appendix 3a: Picture of environment, natural resources, and interaction of people in environment



Appendix 3b: Picture of a proposed new rural road: an exercise for identification of impacts and determination of mitigation measures to manage impacts



Appendix 4

Campaign Team Composition

Name team member	NG O	Area of Expertise	Position	Assigned Tasks
Mr. Chem Phalla	KT	Natural resource management	Team Leader	Overall management
Mr. Lay Chanthy	KT	Environmental Education	Deputy Team Leader	Technical and field management
Mr. Nom Sophearith	KT	Community Development	Field Coordinator	Field work management
Mr. Lou Vanny	KT	Environmental Education	Field Coordinator and instructor	Field work management and field instruction
Ms. Phon Dany	KT	Environmental science	Field Instructor	Field instruction and facilitation
Ms. Phone Dary	KT	Environmental science	Field Instructor	Field instruction and facilitation
Mr. Kong Vandet	KT	Community Outreach and Education	Field Assistant	Field assistant and facilitation
Mr. Sok Vanny	KT	Community Development specialist	Field Assistant	Field assistant and facilitation
Mr. Bo Serey Vathana	KT	Community Development specialist	Field Assistant	Field assistant and facilitation
Mr. Seoun Kakada	KT	Picture and graphics design	Material Designer	Poster and brochure development

Appendix 5

Some pictures of the campaign



Opening of commune chief



Instructor introduced about campaign



Instructor elaborated on flip chart and picture



Instructor elaborated on six steps of environmental guideline and the PIM



Attention of participants during the session



Participants answered questions of instructor



Closing remark of commune chief



Participants were interested and reading brochure during session



Commune council and village chiefs look at brochure and poster



Campaign session organized at commune



Campaign organized at commune center



Campaign organized in classroom



Concentration of participants during session



Boat transport working group to campaign venue in Koh Kong Province



Poor accessed road to campaign venue



Road to communes were flooded with rain water