

Awareness and Responsibility Campaign

Drini i Bardhe Catchment Area

Peja, Kosovo 2002

FINAL REPORT

The Awareness and Responsibility Campaign was implemented in the Drini i Bardhe river area near the city of Peja/Pec, during 5 months in 2002. CARE Netherlands had a major project to repair and restore irrigation systems serving some 20,000 people in farm areas of western Kosovo. Repair and proper maintenance of the systems could significantly support increased agricultural production and family income. It was seen as necessary to develop an environmental awareness component that would help the communities affected maintain the canals, keeping them free of environmental waste that could cause damage, blockage and pollution. Balkan Sunflowers implemented the awareness program on behalf of CARE.

Following is the Final Report for the campaign. The Training Manual accompanies this separately.



Drini i Bardhe **Awareness and Responsibility Campaign (ARC)** was a five-month environmental awareness campaign, in cooperation with the CARE International, funded by the Netherlands Foreign Ministry.

Final Project Report

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1/ Introduction

Balkan Sunflowers (BSF), through its previous environmental campaigning experiences, was fully aware of the large task that lay ahead when implementing this project. Attempting to change what amounts to decades of negative thinking relating to the environment was never going to be an easy job. What this project offered were some solid selling points to why the Drini i Bardhe (DiB) community should listen to, and become involved in the Awareness and Responsibility Campaign (ARC). Selling points and a strong self-interest argument, such as a cleaner living environment, improved health and economic stability within the command area, would all make the campaign message more persuasive. These are also important factors that can ultimately improve the communities' lives at many different levels.

At the development phase BSF began to look at a strategy that would enable us to understand how the local communities perceived the environment around them. From there we could begin to look at interesting concepts that would raise concerns, issues, and arguments relating to the environmental problems in the DiB command area. How would the local DiB residents respond to our Campaign Information Officers (CIO's) house visits? Would the Campaign Strategy be relevant to the daily problems faced by the local community and would that very same community be willing to listen and help?

When we look at the scale of the problem in the DiB region, it is hard to believe that the people really do care? Everyday we can observe a wide scale culture of disrespect for the environment. Was there a realisation of the damage the current negative actions have on the environment? What was to become clear to us is that although these problems are apparently ignored by most, if the issues are raised and discussion stimulated, everybody appears to have an opinion.

The unique approach of this campaign aimed to involve the local communities, at all levels, from active campaigning to village clean up days. A truly inclusive project would further enhance the possibilities of the campaign proving successful. A campaign that would include various informative materials for distribution, all elements of the local media and face to face meetings at a personal level to discuss the environment would all be refreshingly new to the local residence. It would also prove that we were offering the people more than just words. A multi media campaign would spread the message and needs of the people to a far wider audience.

Increasingly our fieldwork was forming an interesting piece of research. Nobody had ever asked the opinion of the rural communities in relation to waste and the environment. This was an important point for us all to consider. BSFs work could educate, advise and inform but we must also be willing to listen and learn from the people whose lives are effected by environmental problems on a daily basis.

2/ Forming the Campaign Strategy (incl. Project Strategy)

i/ Background Research

In order to form a complete background to the project an element of research was necessary. This research was used by BSF in preparing its campaign strategy and training local BSF project staff.

Most of the materials used were drawn from the CARE project background. Project Description, Implementation Phase Details i.e. Village details, village leader names and the demographic statistics of the DiB command area.

Research into related Environmental health problems relevant to DiB and Environmental Applicable Law, for use in our Campaign Strategy was been drawn from UN research papers provided by UNMIK Department of Environmental Protection.

Additional research comes from Waste Netherlands, UWEP Occasional Paper, 'Community Participation in Solid Waste Management – factors favouring the sustainability of community participation', Laura Moningka, June 2001.

Field trips and project introduction sessions given by CARE staff helped clarify the general outline for the whole Irrigation Rehabilitation Scheme Project. Shortened versions of these introductions were also given to all BSF staff.

ii/ Project Strategy

As an outline for our strategy BSF has compiled notes from both the CARE Project description and the BSF Project Proposal relating to the BSF ARC.

These notes have formed a Campaign Brief of our main project goals and objectives. All potential candidates for BSF positions working on the campaign received this brief to give a concise background to the project. Successful candidates were given an Albanian copy of this brief to read and study one week before training.

Much of the knowledge relating to the successful implementation of the campaign was drawn from BSFs 'Care for our Kosovo' campaign and the BSF Project Co ordinators experience of working as a campaign Co ordinator for Oxfam UK. The input and local knowledge offered by the Program Officer was also an important factor when developing the Campaign Strategy.

In the process of drawing up a campaign strategy BSF held regular meetings with CARE to discuss ideas and concepts that were thought necessary for the implementation of a successful campaign. Points on general campaign strategies, how to implement a successful campaign program and the important factors to include within this specific campaign, were written into several rough draft documents for discussion at these meetings.

The Campaign Brief and other materials were finally compiled into the 'Balkan Sunflowers/CARE, Awareness and Responsibility Campaign; Campaign Strategy Document and Training Manual'.¹ This document was to be the basis of the training program and the Campaign strategy over the next five months of community visits.

iii/ The role of the Campaign Information Officers

The CIOs role would be arguably the most important factor in the success of our campaigning work. An intensive 3-day training program would allow the CIOs to become fully aware of their expected role in the wider project.

Visiting in the region of 8 households per day would be an arduous task, especially when we consider that the CIOs must promote the campaign with constant enthusiasm if they were ever to get support from local people. After all, campaigning is like selling. You must believe in what you are saying or you will never convince those you are trying to interest in your message, regardless of how beneficial the message is to those persons or communities. To help stimulate discussion amongst the communities, and offer each CIO the support of a colleague throughout the day, we decided to organise the CIOs into 3 teams of 2.

When entering a household the CIO teams would obviously not be aware beforehand what specific issues those persons might wish to discuss. The CIOs were advised to keep the conversations to the main points highlighted in the training manual, such as how waste can damage the water channels, polluting water, and the health implications to family, livestock and crops. Often, and increasingly as the visits continued, other subjects would be raised as we shall see in the village reports section.

Teams would be allocated specific villages of operation. This would allow the villagers to get to know the CIO teams on a more personnel level.

iv/ Recording Visits.

CIO's documented which families they had spoken with on a daily basis. CIO's also made a special point of taking details of persons that have showed a particular interest in the campaign and wish to help in the future.

On a weekly basis the CIO's would complete a report outlining the issues discussed by themselves, responses from the local community, and other concerns that may be raised in relation to the campaign as a whole.

¹ Annex 1. 'Balkan Sunflowers/CARE, Awareness and Responsibility Campaign; Campaign Strategy Document and Training Manual'.

v/ The Logistics of Campaigning

Originally visits were concentrated at house level. As the active campaigning period continued we would assess visit campaign coverage weekly. As the villages grew in size both in area and population it was agreed to also expand visits and meetings to hamlet or family group level.

Logistically, as we entered larger villages, such as NovoSelle and Vitomirica, the wider disbursement of houses within the village areas mean we begin to see differences of interest and support at hamlet level.

3/ Active Campaigning Program & Campaign Visits

Early March was to see the start of our active campaigning period. The first step to any village visits would be making contact with the village leader to explain the work BSF would be doing in the area. By doing this, when the CIOs actually began to visit private households, most people would already be aware of the ARC. CIO visits would begin at the source of the river and canal system. Scheduling our visits to work along the route of the canal systems allowed us to promote villages already visited as examples to others.

Obviously rubbish and pollutants being dumped in the waters upstream compound the waste problem in a village downstream. We concentrated on explaining to the villages, nearer the top of the water system, the importance of them taking a lead on improving the situation regards dumping. They could prove to the other villages their commitment to a cleaner environment. Arguably this would make them feel proud to take an important stand necessary, if the current situation was to be reversed. Again, lead by example. In contrast, villages downstream were informed of their neighbor's commitment and so made to feel they must do likewise. If not, they would be left behind when improvements to the environment would begin to occur.

i/ Raising the concept of Responsibility

At an early stage we became aware of communities being all too ready to blame the villagers upstream, or residents of Peje Town for the waste problem in their own village. Raising the concept of responsibility with the villagers was a very important area of the CIOs work, and the campaign in general. Attempting to make the point that as users, and consumers, we are all responsible for the waste that is damaging the environment, whether it be household, animal or human would slowly be acknowledged and accepted by the communities.

Individuals were informed, or made aware of, their responsibility within the wider community. This was related to responsibility at household, hamlet, village and DiB command area levels. At household level the individual or family can begin to dispose of their waste correctly. They must begin to think about how waste can cause themselves and their neighbor's harm through polluting water supplies. As we look at this point at a collective level communities must be prepared to be involved in, or organise clean up

campaigns. Giving consideration to the future collection of fees to self-finance local waste collection is another area of collective level involvement. These points were raised with the villagers, generally receiving a positive response of understanding and agreement.

ii/ Common Problems and Issues

We discovered early on that there was an element of rivalry between some villages. This situation appeared to come from the differences in resources possessed by differing communities. For example, one village may include larger areas of the canal system and so better irrigation to its agricultural land. Other villages may lack farming equipment or feel they have been left out of donation programs from other NGOs. In some cases these were very real negative factors causing serious concerns to the villagers.

Apart from the fact BSF could rightfully claim that we really could not assist in the provision of equipment or building extended irrigation channels, what we could do was to promise to pass on the thoughts and concerns to other parties. Be a voice for a community if they so wished.

As visits progressed the CIO's were becoming increasingly involved on a personal level with each communities issues. At times a family or group of villagers would wish to only raise a specific issue, such as a lack of clean drinking water in their hamlet or village. This, as just one example, would place added pressure on the CIOs of returning discussions back to the point and objectives of the ARC program. Although the issues of waste and drinking water are obviously linked, explaining this to people who have no immediate access to clean water would put severe pressure on the CIOs. This type of situation was to be a real test of the CIO's professionalism and communication skills. A test, that under great pressure, the CIO' teams dealt with extremely well.

Stimulating discussion amongst the village communities also gives the residents the opportunity to raise other issues. These often related to internal politics and disappointment over the manner in which some individuals are elected to positions of responsibility. These concerns were documented and relayed back to the relevant CARE staff.

iii/ The Waste Problem and its Causes.

As our field work continued both BSF and CARE began to realise the huge scale of problems that the DiB communities faced, when it came to correctly disposing of their waste.

Post conflict there has been a sizeable increase in the amount of pre packaged goods consumed by Kosovan society. This can only mean an increase in the amount of packaging that needs to be disposed of. Plastics litter the rural environment. Drink bottles are estimated to make up 30% of household waste alone. Metals litter the environment, from the conspicuous drinks can to abandoned or wrecked cars, cookers, fridges and food containers.

War materials, such as the remains of damaged or destroyed houses, litter even the rural landscape. This is compounded by construction waste. The forming of collection points for these types of waste (such as we observed specifically in NovoSelle) has only served to attract all other forms of waste, especially household.

Human and animal waste in the form of grey or black water often finds its way into the irrigation waters. Waters that are used to provide for crops, cattle and in some cases drinking water.

The current situation is caused by a number of factors. These range from a lack of a functioning waste collection service, through to the simple but devastating fact that for many local residents the canals and river systems have been, and will always be, the most simple and effective means by which to dispose of their waste. Another favoured method of disposing of waste, which is particularly concerning, is through burning. Throughout the project area we can observe the remnants of, or still smoldering, bonfires. All forms of waste are disposed of this way, glass, metal cans, household waste and plastic bottles. Obviously plastics will give off toxic fumes when burnt adding further to the dangers to health.

4/ Breakdown of Individual Village Reports and findings.

I think it was only natural that many of our early documented findings, would be mirrored as our visits progressed through the project area and along the water systems. The questions of drinking water and black water are always raised. Often we can observe the same frustrations regarding the lack of, or need for, septic tanks to help limit current problems. Although I shall continue to mention these issues for each command area village I shall try to concentrate on the specific issues pertaining to each village², or if relevant, each Hamlet.

i/ Jabllanice e Madhe

Generally the community appeared to be very aware of the environmental problems that it faces. Special concern was shown, naturally, regarding the lack of clean drinking water and the specific reasons for this such as black water. The Black water problem is proving to be an extremely large one resulting in polluted crops, wells and non-consumable cattle milk.

The villagers themselves point out that they have no central dumping point or no containers to dump in. They are also aware of the need for support from 'Higjiena Publika'. Concerns and knowledge relating to the different types of waste present are given.

We can see in the PO's report that there is considerable support for a cleaning campaign throughout the village. Although this is positive point, we are trying to stress that any

² Annex 2; Program Officer/CIO village reports.

clean up must be sustainable. We are not after quick fix solutions. Having said this, we shall further encourage this type support for a 'Clean Up' campaign. The villagers have freely admitted that problems have arisen in the past when they have tried to organise themselves.

An interesting area of discussion has been the financing of village clean ups and the collection of waste. Many residents have stated that they would be willing to pay a small fee, if a sustainable solution could be found to their waste problem.

The villagers asked the CIO's to organise larger meetings to discuss these points and to see how we can help them organise community groups that would look after the village environment well into the future.

The CIO's have highlighted many problems that we were aware of, but I feel the scale of the communities' response, especially in relation to the need for clean drinking, must be given consideration. Poisoned wells and the need for water and milk monitoring, and analyses, are two points that I feel are worth highlighting. As an integral part of our campaign the CIO's do attempt to make the connection between the dumping of rubbish, directly or indirectly, into the water supply and the pollution this causes. For many villagers there is considered to be no other option.

Large areas of Jabllanice e Madhe are not affected by the DiB irrigation system. These villagers have requested assistance in the provision of irrigation waters.

ii/ Jabllanice e Vogel

In Jabllanice e Vogel we can observe many similar problems faced by the residents of Jabllanice e Madhe. Specific problems are raised. The removal of rubbish still present from the war is mentioned, as is eradicating the act of dumping black waters, which flow freely down the main village road.

The villagers are also fully aware of the damage that waste in the water channels will cause. Seasonal rains flood the villager's properties with waste, further polluting the surrounding agricultural land.

One villager has specifically pointed out that through irrigating his land with poisoned/polluted water (as we observed in Jabllanice e Madhe) he has poisoned his livestock's milk.

The villagers are also wishing to establish a new channel for irrigation. Again we see that the local community is willing to organise themselves, including finances, and clean the surrounding environment. To date they have attempted to organise waste water channels but comment that their efforts have been hampered by persons not willing to co-operate with their efforts.

Support for a 'Clean Up' campaign is given. Specifically mentioned is the need to organise and separate recyclable materials such as metals in the surrounding area.

iii/ Radac

Radac is the first village where we can begin to observe differences at hamlet level. The CIOs have recorded a lack of structure at village level but good organisation throughout the village hamlets. It is recorded that the villagers were disappointed with the way of electing village leaders. This is causing political confusion in the village.

The villagers realise the need for solving the black water problem. At present they have no funds to solve this situation and have requested assistance. Some villages are taking their drinking water from the irrigation system. They have related this situation to the issue of some villagers washing their clothes in the water systems and the harm this will have on their children's health. Residents are stating that they can remember when there were fish in the water channels. There are no more fish, or very few, and a knowledge is shown that this due to polluted water channels.

Radac communities have shown knowledge of the need for waste containers to enable waste to be disposed of correctly. Areas have already been nominated as waste collection points.

iv/ Novoselle

NovoSelle gives us the opportunity to observe some of the most extreme examples of the damage being done to the water systems and the surrounding environment. An area in the centre of the village is the collection point for all forms of waste, from car wrecks to medical waste.

The need for waste containers is again stated, as is the need for equipment to help remove the household waste. Proposed dumping sites have also been nominated. The villagers themselves raised the point that dumping waste into the river is a regular occurrence. Also dumping into the other channels means the waste eventually finds its way into the Drini i Bardhe. As the CIO visits continued we were told that residents were beginning to throw their waste into the river under the cover of night.

As far back as before the war, villagers have been dissuaded from using the wells as a source of drinking water. In relation, where a drinking water supply is available many villagers do not pay.

Previously clean up campaigns have been organised by 'Bergamo per il Kosovo'. We will look into whether these campaigns are ongoing. People have agreed that there is a need to raise the general awareness regarding waste and the environment, especially in relation to children's health issues. Village clean up campaigns are organised by the local school.

One young man has claimed that, 'If there is no garbage, Kosovo will look beautiful'. Many individuals have offered their support for the campaign, the reason given 'we will be helping ourselves'.

v/ Vitomirica

Vitomirica is the biggest village within the project command area. New ideas would become apparent when the CIOs visited the 3 areas of the village, originally titled Vitomirica 1,2 and 3. Separate reports are included in the Program Officer report.

For the first time, all the communities, raise the point that improved legislation and a strongly enforced system of fines would stop, or at least limit, illegal dumping. This point was made in reference to fly tipping by non-residents and neighbors who persist in dumping their rubbish along roads, fields and the water channels.

Vitomirica does have a regular supply of drinking water but considerable water is lost due to the system being old and in need for repair. A request was made to assist in shutting off taps in war damaged houses to limit water waste.

Vitomirica is heavily effected by war waste. Larger equipment was requested to help remove such waste. Also containers were sort to aid the process of collecting waste correctly and safely. Some villagers have already planned points throughout the village where these containers would be most effective.

Support is given to the ideas of small financial contributions if a sustainable waste solution could be found. Also the idea of a village clean up was greeted with enthusiasm. We were advised and concerned that in the past 'Caritas' had paid people to collect waste around the village

Complaints were made that many of the village leaders were disinterested in this subject and the villagers were disorganised.

vi/ Trebovig

Concern was immediately shown for the lack of irrigating waters available to the residents. The damaged water systems and canals were not supplying the villagers with enough water.

The waste problem was considered extremely bad and the villagers showed a significant interest in the campaign message, environmental rehabilitation, removing the waste and nominating an environmental representative/contact person for the village.

It was claimed that much of the rubbish being dumped was from other villages. A particular point was made that many people in the village were unemployed. This limited the potential for the village to develop and meant that for many the environment was an important factor in their lives.

vii/ Katundiri

There are complaints in the village of Katundiri that most of the pollution is caused through waste in the Lumi I Bardhe. They have proposed placing grills along the channels to stop the rubbish entering their village area. It was highlighted to them that this would not stop the problem. The waste would still effect water quality.

Most people do have wells , but since the village has received a drinking water supply the well water is now used to irrigate land. Unfortunately it is claimed that there is a problem where by septic tanks are polluting the well water.

Katundiri sees the first large-scale complaints regarding health issues. Many local residents have suffered from sickness, especially problems with their kidneys. Since the provision of a fresh water supply these cases have decreased rapidly.

Support for a clean up campaign is good and there is a general feeling of support for co-operation amongst the village population.

viii/ Nabergan

Residents of Nabergjan showed a particular interest in the environmental message we were offering. The village has already organised three collection points for household waste. Because of this the village looks clean. The three waste collection points, although centralise the problem, are still a concern to those residents that live near by.

The normal concerns over drinking and irrigation waters are voiced. Nabargjan appears to lack canals in some areas leaving the villagers complaining that they suffer a shortage of irrigation waters. The villagers resolve some of these shortages by using drinking water to irrigate their land.

The people of Nabergjan are interested in improving their environment. These improvements, they believe, will provide better agricultural output and so improve village life.

ix/ Ozdrim

Ozdrim was considered the cleanest village visited by the CIO teams. It is a small village, which obviously helps. People dispose of their waste in the time-honored fashion. Most waste is thrown into the DiB river. The villagers know this is wrong but the practice continues. Burning household waste is also common. Discussion had stimulated thoughts on the subject of nominating a temporary waste collection point. An area has been nominated for potential future use, if appropriate.

Villagers were interested in the proposed clean up and wished to be better involved in taking future action.

x/ Dubova e Madhe

Dubova residents have requested waste containers and logistical support in any clean up campaign. They believe there is the need for 'polluters' to be punished as their actions harm others.

There are problems with irrigation occurring later in the year than normal due to the rehabilitation of the irrigation systems upstream. The villagers have proposed a collection point several kilometres away, near Radac village. This site, they believe, could be used by several villages to collect waste.

xi/ Ruhot

Ruhot residents have complained about a particular situation. Being at the end of some of the water channels, they suffer from pollution and waste coming from outside sources. Waste from Peje town, Treboviq, Katundiri and Nabergjan all cause pollution in the village.

Local people have made the point that a high consumption of packaged goods increases the waste problem. Environmental awareness is quite high. The problem is that the villagers believe there is a lack of opportunities to take action and self organise.

The villagers have requested assistance in providing waste containers and trucks to remove waste. They have specifically requested the donation of a truck or tractor to assist in cleaning work.

Whereas earlier villagers offered, or agreed in theory, to paying small amounts towards village waste collection, Ruhot residents thought it was the role of BSF to pay for a person to become responsible for collecting household waste in their area.

xii/ Siga & Brestovik

The villages of Siga & Brestovik join together to form one large waste collection/dumping site. There is a small, inhabited area, which is slightly cleaner than the surrounding fields of rubbish.

Residents have complained about the fact that the village is a dumping ground for many other villages and waste from Peje town. Legitimate complaints as the huge amount of waste within the vicinity of the village will support.

Villagers were concerned that they had not been able to irrigate their land for a long time. There was not any particular support given to a clean up campaign.

xiii/ Village Report Conclusions

As of 5th July the Campaign Information Officers (CIO's) completed their period of household visits. All villages within the project command area have received visits with a mixed, but predominantly positive outcome.

The ARC message and campaign strategy was well received by the DiB residents, who showed a great concern for the vast environmental problems that they face. The knowledge of the local communities regarding what the problems are and how they could go about solving them was a positive factor. I would even say that because of these communities close association with the land they show a real first hand experience of the damage, as it is effecting them every day.

With the situation being as severe as we have discovered, people naturally want to see immediate improvements and results. We have concentrated on promoting small ideas and actions, such as possibilities for recycling, crushing waste so it takes up less space in landfill sites and re-using plastic bags to limit waste. These, we believe, are starting points for more long-term sustainable solutions. These are also actions that the villagers can take now, without the provision of expensive equipment and extensive resources.

A plus point raised several times throughout the village visits was the readiness to pay for the provision of a waste collection service. This does give the opportunity to develop that idea with the villagers in the future.

Our campaign visits also faced some negative feedback. BSF met complaints such as another NGO, promises, campaign messages that are only empty words and what will actually get done? In some circumstances this was understandable. A mother with a sick child, who has no access to fresh water, would not be immediately interested in the harm plastic bags full of household waste had on the surrounding environment.

Of course there are examples of those that say they don't care, it's not their problem. They don't like it the situation but it's the authorities responsibility, and of course to a point they are right. As I mentioned at length earlier, in the case of both these examples, we have tried to bring discussions back to the point that it is us, as consumers, which produce the waste. Waste that cause's the pollution that effects the rural environment, irrigation systems and the water supplies. Because of this, it is time for people to become responsible for their own actions.

Although the villagers have raised many subjects, the CIO's have attempted to keep the discussions relevant to the CARE Rehabilitation project and the benefits of improved water flow and quality. The CIO's have also attempted to assess how willing these rural communities are to helping themselves, when it comes to improving the environment. With polluted drinking water and black water flowing freely down village roads some concerns take precedence for the villagers. Ultimately people do want to change their

actions. Often they simply feel they have no other choice but to continue as present and so adding to the negative impact on the environment.

5/ Command area visit figures

Visit figures include estimated household figures and number of households visited.³ Households visited include households represented at the hamlet meetings.

Hamlet meetings have been concentrated in areas where household visits have been limited. They are attended to reach members of households that have not received earlier visits.⁴

6/ ARC Follow up meetings

In order to continue and compliment the campaign message we would follow up our house visits with larger village meetings. Here we invite all, but concentrate on those persons that showed a particular interest in the campaign at the earlier household visits. We use these meetings to ask the villagers to nominate an individual who will act as an environmental contact for that village or community. The meetings are also intended to give us an opportunity to observe whether any actions have been taken by the villagers and to attempt to recruit interested persons that will further spread the campaign message and push, with our support, real action by the village community.

The first 'Follow up' meeting is attended by the village and hamlet leaders, the CARE Institutional Organiser and those persons that showed a particular interest at house visit level. We again outline the importance of the campaign in relation to the CARE project. Discussion includes the earlier CIO visits and how the village has shown an interest in taking responsibility for their waste and hence helping to solve their local environmental problems. With that in mind we explain that the villagers should begin to consider taking further steps to improve their situation.

Once an environmental contact has been established, we arrange a smaller meeting to discuss concrete actions that should be taken, with the contact taking a lead role. A seven point plan of the role we envisaged the environmental contact to play is distributed.⁵ This smaller meeting involves discussion that tends to take place on a more personal level. An example of this would be comments that, 'They now live amongst piles of waste, their children will live under mountains of waste unless we take the first tentative steps' helped us promote the simple, but hard to relate fact that we must start taking these very small steps now if we are ever to change the current situation. This problem will take not days or weeks but at least months or years to solve properly.⁶

³ Annex 3; Command area visit figures

⁴ Annex 4; Hamlet meeting figures

⁵ Annex 5; Seven point plan

⁶ Annex 6; Follow up meeting, example report, Jabllanica e Madhe.

Increasingly as the follow up meetings continued throughout the command area, we found that persons attending were particularly interested in what help we could offer in organising a clean up campaign. This point would echo the opinions of people when we met them at house level. A role we had envisaged the 'Environmental Contact' would play was to assist us in organising the clean up campaign towards the end of the ARC project.⁷

The Follow up meetings also involve either the Project Co ordinator or the Program Officer. This we have found adds extra weight and persuasiveness to our arguments. At the end of the active campaigning period we have an individual nominated in each of the villages. In the larger villages we have nominated persons at hamlet level.⁸

i/ Follow Up meeting conclusions.

At several large follow up meetings we would become the butt of the villagers frustrations regarding drinking water and the need for septic tanks. The politeness that had been present when discussing these points at house level would sometimes be lacking. This also meant that we had to be quite forceful in pushing our campaign message and the limitations to our project. As I mentioned earlier, relating to the villagers here on a more personnel level, really did get the message across. For example, an individual who is arguing that we should be helping them install septic tanks and that nothing else mattered was taken aback when we asked him if his grandchildren would be proud of the legacy of waste left to them.

Often, mainly when discussing the possibilities of village waste collection services (which we touched on in our follow up meeting schedule), we were informed the village had no such equipment that could be utilised for that purpose. BSF was quick to make the point that our resources did not reach to providing tractors for the collection of waste at village level. I believe there is a situation where hand outs and donations (mainly at the 'emergency' stage of post war development), has weakened the self-reliance within some village communities.

In some instances the emphasis on responsibility is accepted one minute with nods of agreement. At times this is then ignored as the villagers blame everybody but themselves.

In contrast. If you really question the villagers about why they are not taking, either the actions that we have requested or actions for themselves they acknowledge that they need more support. We have observed, and I believe CARE has come across the same restraints, that many of the village structures are weak. We have been informed by some of the older residents that pre war the village structures were stronger and a village would more readily take action against a problem, such as they are facing now. At hamlet level these differences are not so extreme, as we have previously noted.

⁷ Annex 7; Co ordinator, Program Officer, CIO Village Follow Up meeting reports

⁸ Annex 8; Environmental Contact, names and details.

I believe that the idea of nominating an Environmental Contact for each village is one that should be expanded upon in the future. A focus point for these issues made our follow up work more manageable. Saying this, we were just not able to keep up regular enough contact with the Nominated Environmental Contacts. Once we had begun follow up meetings in the 4th to 5th village our time was becoming so stretched that most contact would be meetings to reassure them that we would offer a clean up towards the end of the project. This situation appeared to suit the environ contact who, along with many villagers, was pre dominantly interested in the 'Clean Up' campaign.

Early on we had decided to tackle the lack of resources and time by concentrating on the first three villages visited by the CIOs. Jabllanica e Madhe, Jabllanica e Vogel and Radac did receive more follow up visits than any other villages. After two months of contact we met with the CARE IO and the village environmental contact to receive feedback. Radac village had organised their own meeting to discuss environmental issues. Radac and Jabllanica e Vogel had nominated potential waste collection sites for us to look at. People were prepared to take some small initial actions. At least the campaign was sinking in. It was not being forgotten as soon as we left people's homes or village meetings.⁹

This situation means that there is potential to follow up our work and keep applying the pressure on the villagers to keep the campaign message in mind. The importance of the ARC must not be ignored or forgotten.

7/ ARC Clean up campaign

In conjunction with local communities, KFOR, Higjiena Publike, Private contractors and CARE International, BSF implemented a command area wide clean up campaign. The clean up took place between Monday 15th and Friday 26th July and the emphasis was placed on the villagers collecting and taking responsibility for their own rubbish. The nominated 'Environmental Contacts' were provided with over 100 strong black bags each and given several days to organise each village. Collection would be arranged and paid for by BSF.

BSF organised a 'Higjiena Publike' truck (compactor or flatbed) to visit and collect from each village (this excluded NovoSelle and Siga & Brestovik). Pre designated pick up points were allocated by the villagers and waste was collected over a period of days. The success of the campaign differed from village to village. For example Jabllanica e Madhe only collected 30 bags of waste. In contrast Jabllanica e Vogel filled all 100 bags and on the day of collection requested more bags.

NovoSelle was tackled in a different way. A large area of the village is already a permanent waste site. Villagers were asked to collect household waste and if possible remove metals from the surrounding area. Collection was organised by KFOR. Trucks were loaded by the villagers, one truck household and one truck metals. All waste was removed to the municipal dump where we had pre-arranged delivery.

⁹ Annex 9; Feedback meeting to assess actions taken.

At a later point, we received the assistance of a NovoSelle based company who freely provided a large bulldozer. The equipment was used to flatten the collection point in the village and rebuild the riverbank near by. A sign was placed to discourage future dumping.

The scale of the situation in Siga and Brestovik meant that a large scale clean up was beyond our current resources and time. These villages would require long term planning and the involvement of all local authorities if a sustainable situation were to be sort.

Although we are fully aware that this clean up will not result in the waste problem disappearing over night, as one local man pointed out, seeing the difference that can be made by making an effort may change some individuals attitudes to their surrounding environment.

i/ 'Clean Up' campaign conclusions

The 'Clean up' campaign resulted in the removed of several thousand kilo's of household waste and metals. Due to the phenomenal scale of the problem this is just a token gesture. We were disappointed by the scale of help we received from the local communities. Reasons for this range from the amount of time we gave the villagers to organise, to several days of thunderstorms deterring collection by the villagers. On the villagers side I feel there was a feeling of lethargy amongst some persons. Excuses were given in NovoSelle regarding the fact that many people were on their holidays. School was out for summer, which meant we would not have the assistance of local children.

Our effort to remove metals was hampered by the need to organise this specifically. Villagers backed by our own observations informed us that many metals are spread over a large area. Cars are buried under mounds of earth and rubble. Collection of the metal would require a concentrated effort and the need for the metals to be identified throughout a specific area so that the necessary equipment can be organised to remove them.

Previously Caritas had paid villagers in Vitomirica to pick and collect rubbish. I would argue that this experience would have sent out the wrong message, especially in relation to people being responsible for their own waste.¹⁰

8/ Science in Our Schools (SIOS)

From 22nd May to the 13th June, BSF implimented the 'Science in Our Schools' element of the ARC. Two of the CIO's were withdrawn from field visits for one month and trained to present this unique program. 'Science in our Schools' aims to raise environmental awareness amongst children through a series of fun and attention grabbing scientific experiments. The success of previous schools vists last Autumn meant that we could utilise the program as an important aspect of the ARC.

¹⁰ Annex 10; CIO / Program Officer 'Clean Up' campaign reports.

Schools reached within the Drini i Bardhë project command area, **five (5)**

1. **"Hil Mosi"**- Jabllanica e Vogel, 219 students, 10 classes V-VIII
2. **"Lidhja e Pejes"**- Novosella (Fierze), 202 students, 9 classes V-VIII
3. **"Skenderbeu"**- Treboviq, 171 students, 11 classes V-VII grade
4. **"Sami Frasheri"**- Ozdrin, 51 students, 4 classes V-VII grade
5. **"7 Shtatori"**- Vitomirice (Arbnesh), 263 students, 10 classes V-VII
6. **"Ali Kelmendi"**- Nabergjan (Kelmend), 131 students, 7 classes V-VII

Number of classes reached: 51

Number of students (children) reached: 1037

Ages/grades of students involve: 10-15 years old/ 5 to 8 grades

A full report from the Program Officer is offered as an annex to this report.¹¹

9/ Campaign materials and the use of the local Media

An important area of the campaign was the production of various campaign materials that would support the CIO's work. These materials would also prove to be useful in complimenting the campaign message well into the future.

The involvement of the local Media was also extremely important. The use of Television, Radio and the printed press would enhance the feeling of wider support for the campaign. We found that throughout the DiB communities the knowledge that we were attempting to raise the awareness of a wider audience to their problems and situation helped us gain increased support, both for our daily work and the campaign as a whole.

i/ Campaign Logo & Motto

Producing a campaign logo was necessary to give all parties working on the campaign and the local residents a visual focus point. The campaign logo and motto ' Mbajeni mjedisin e Drinit te paster!' ('Keep the Drini I Bardhe environment clean') is increasingly recognised throughout the project area and in Peje town.

We are already seeing the logo (printed as two different styles of stickers) appearing on the backs of cars, lampposts, signboards etc. The Logo is present on all other campaign materials, and the motto is spoken aloud on our radio spots.

An additional motto grew through our work producing the new TV awareness spots and the new environmental film. 'It is time to change our thinking, it is time to change our ways', has also been used in article's submitted to press.

¹¹ Annex 11; Science in Our Schools, Program Officer Report.

ii/ Campaign Materials

Further promotion of the campaign message has been possible through specially developed full colour campaign posters, bookmark flyers and T-shirts.

The poster demonstrates the differences between the fresh clean waters upstream and the vast piles of rubbish that eventually pollute the waters downstream. (Posters produced 2000).

The bookmark flyers are detailed with a written text that informs of the harm that waste causes the environment and some of the simple actions that communities or individuals can take to limit these problems. (10,000).

Materials have been distributed amongst the local communities. T- shirts were handed to persons that showed a particular interest in our campaign work, especially persons that helped in our 'Clean Up' campaign.

The Italian NGO 'Bergamo per il Kosova' will be working within the project command area in early August arranging their own summer environmental camp. They have agreed to further distribute the above campaign materials with concentration being placed on the info bookmark flyers.

Excess campaign materials will be distributed by CARE staff over the coming months. Bookmark flyers will be given out throughout local schools in early September reinforcing the campaign message through to the end of the CARE Irrigation Rehabilitation Scheme.

iii/ Environmental Film

The original concept idea for the campaign film was to edit existing Balkan Sunflowers environmental footage. After becoming more aware of the specific problems facing the residents within the project command area, we decided that it would be better suited if we filmed a completely fresh documentary style film. This film would concentrate on the issues being dealt with by the local communities in relation to the command area water systems.

After careful consideration and several meetings with local filmmaker, Mr Fatos Lasçi, it was decided to develop a film that would concentrate on the thoughts, opinions and testimonies of local residents within the project command area. This way we could record a more personal message directly from the people themselves, highlighting the everyday environmental problems faced by the DiB communities.

Ultimately this style of film is better suited to TV broadcast and will spread the message to a far wider audience. We do touch on the subject that these problems are increasingly problems shared by us all. As the film narrative says ' It is time for us all to change our ways. To look to the future and to think again.....'

The film is between 16-17 minutes long. Originally completed in Albanian, an English language version has also been produced. VHS copies of the film be be distributed to each village environmental contact. English language versions will be made available to other interested parties. The film was broadcast on local television (morning and evening slots) on the 5th August. The broadcast was complimented by a 15 minute discussion based program relating to the ARC and its findings.

This short documentary film is intended to compliment both the Balkan Sunflowers Awareness and Responsibility Campaign (ARC) and the CARE International, Irrigation Rehabilitation Scheme.

iv/ Environmental TV Spots

Four Environmental TV Spots (30 seconds each) have been produced and are currently being broadcast on local TV (Dukagjini TV, Peje). The advertisements concentrate on the harm done to water supplies through the incorrect disposal of waste and feature the narrative 'It is time to change our thinking, it is time to change our ways'. The advertisements close showing the main campaign logo and the text 'Keep the Drini I Bardhe environment clean'. Advertisements are shown between 4-6 times daily over a period of 5 months. Contract signed for broadcasting between 15/06/2002 and 15/10/2002.

v/ Environmental Radio Spots

Three new environmental Radio spots are also being broadcast locally (Dukagjini Radio, Peje). Two of the spots (30 seconds each) concentrate on basic environmental information, problems, issues and how we can go about solving them. The third spot is a 1 min 20 second mini play. Recorded at the Radac waterfall it gives a strong anti littering message and is more lighthearted than the two shorter spots. All three spots carry the message 'Keep the Drini I Bardhe environment clean'.

vi/ Additional Media Coverage

- A Press release was produced and sent to interested Journalists, TV Stations and UN / OSCE press officers.¹²
- National Newspaper 'ZERI' has recently printed a near full-page article about our campaign work, the CARE project and the importance of improving the rural environment.¹³
- We have secured one 10-minute news item on local TV Dukagjini (mainly aimed at raising awareness of the CARE project) but also relaying the importance of BSFs campaign work.
- Published article relating to the ARC in Sharri.net network printed and electronic bulletin, electronic version, REC 2 weekly magazine "Mjedisi jone" and in REC quarterly bulletin, summer issue.

¹² Annex 12; Press Release

¹³ Annex 13; Full media contact list.

- Articles relating to the ARC have been submitted to a local OSCE community newspaper and the Environmental Monitor.¹⁴
- Packs containing a copy of the film, posters, bookmarks, stickers and a copy of the press release will be made available for distribution.

vii/ Media work Summery

Our media work has fully complimented the ARC and spread the message of the campaign to a far wider audience. Although some of our campaign materials were not ready for distribution until well into the campaign, the continued use and distribution of posters, bookmark and T-shirts will enforce and remind people of the earlier campaign efforts. The CARE rehabilitation scheme will continue into November and the ARC message must not be forgotten. One of the CIOs will continue working with CARE and will distribute materials further. There will also be continued efforts to broadcast the environmental film on several National Kosovan TV stations. The TV advertisements will continue to be broadcast until November complimenting CAREs work.

10/ Outside contacts

In order for BSF to raise support for, and awareness of, the ARC amongst a wider audience, contact with other interested parties was obviously extremely important.

At all stages of the project we have had close co-operation and the full support of Care International. We have also sort to form close links with local environmental NGOs. Both Peje based 'Eurokologists' and 'The Ecologists Association' were invited to put individuals forward as candidates for positions as CIOs. The ARC Program Officer is also director of local NGO 'Aquila' forging good links between the two organisations.

The Project Co ordinator attended regular 'Environmental Committee' meetings at the offices of Italian NGO 'COOPI'. These meetings were held fortnightly and were attended by a variety of organisations and persons with an interest in local environmental issues, ranging from the local Department of Environmental Protection, Environmental Inspector, to Peje based waste company 'Hijgiena Publike'. This forum proved useful in helping forge links between interested parties, both when discussing various projects, project findings, issues and possible solutions to such problems. These meetings offered us our best possible opportunity to discuss environmental issues with the relevant authorities. Unfortunately meeting with such authorities at other times proved to be extremely hard, sometimes causing concern for both BSF and CARE staff.

i/ Meetings, Conferences and Workshops

UNMIK Health and the Environment Workshop: During the early development stage of the project (February 2002) the BSF Project Coordinator presented an outline of

¹⁴ Annex 14; Article submitted to Environmental Monitor, Summer Edition.

the ARC to local and International Environmental NGOs, UNMIK staff and members of the local media.

COOPI Conference; Sustainable town and waste management: Hypothesis of Development; BSF presented early project findings and results at the COOPI conference in June. Conclusions were made by BSF regarding the need for alternative strategies relating to the current situation regards the dumping of waste in the rural environment.¹⁵

Higjiena Publike (HP): Over the project period good communications and relationship has been sort with local waste management company HP. We have regularly met to discuss issues relevant to both our situations. HP offered us their services throughout our 'Clean Up' campaign at a discounted rate. Links will remain into the future.

CARE Communication/Media Officers visit: BSF joined CARE and CARE Media officers in a field trip to discuss the background, strategy, objectives and findings relating to the ARC.

Hekurishte: Local recycling company 'Hekurishte' joined BSF and CARE in discussions regarding future waste recycling possibilities in the region. Communications continue.

Lars Formann Rojel, Residential Project Manager, Waste Demolition and Recycling (WDR): BSF joined CARE in discussing the options for the recycling of war, house and demolition waste. The meeting included a short presentation by BSF to inform WDR of our campaign work, a visit to the recycling plant, land fill and transfer station in Mitrovica. All parties highlighted the importance of environmental awareness campaigns in waste management projects.

Arnulf Schonbauer, International Head of Waste Sector, Transitional Dept. of Trade and Industry (TDTI): A similar meeting took place between CARE / BSF and the TDTI. The meeting included a short presentation by BSF to inform TDTI of our campaign work and findings, The main purpose of this meeting was to establish what support would be available for any future Rural Waste Management project.

Peje Municipality Landfill: BSF staff visited the landfill meeting the site supervisor and discussing the use of the landfill in any 'Clean Up' campaign.

In addition, the Program Officer has informed third parties of the ARC and its message when attending training seminars relating to the Kosovar Advocacy Training Program. The Program Officer also distributed Press Releases to 'Friends of the Earth', London.

¹⁵ Annex 15; Presentation to COOPI workshop/conference.

11/ Financial Report

A full financial report, including our final monthly budget line expenditures, has been submitted to CARE.

12/ Objectives & Results

The original objectives of the Awareness and Responsibility Campaign would appear to be simple. Improve environmental quality and conditions throughout the project command area and build a solid and sustained public understanding, support and action to care for the cleanliness of the irrigation system and the surrounding environment.

Arguably BSF, and CARE, was not fully aware of the phenomenal scale of the problem within the command area. A problem unfortunately mirrored all over Kosovo. The villagers within the DiB region have never received any form of waste collection, pre or post conflict. This meant, as mentioned in the introduction, we are tackling decades of negative thinking and approaches to waste management and the environment. The reality and severity of the current situation was quickly acknowledged by all.

That said, our concerted efforts have significantly raised the local resident's awareness of the challenges they face. There is substantial knowledge of the issues BSF was wishing to raise within the communities, as has been shown within the CIO, Program Officer reports. Amongst those persons I believe we have renewed an interest or consciousness relating to the environment. We have highlighted or alerted people to the long-term negative results of their actions. Showing that there is concern for the situation from outside parties has shaped an understanding that the communities must also be increasingly concerned. After all they are the communities that will reap the positive benefits of an improved environment.

Our campaign work has reached old and young, male and female. We have promoted the campaign as a benefit to all. Mixed CIO teams (two teams had one Albanian and one Bosnia member) meant that communication with different ethnic groups has taken place using the communities first language. This was especially helpful in Vitimirica where BSF staff already knew the communities very well.

At house visit level communication with female residents was good. We always acknowledged the importance of good contact with female members of the community and family, especially when we consider the traditional role played by many women in the home. All three CIO teams were unisex meaning that the CIOs could understand a male or female perspective to the problems. These factors meant that the ARC was as mentioned in the introduction, a truly inclusive project aimed at all residents of the command area. The only limitation to this situation was the lack of cohesion apparent at village level, which we experienced. Sometimes a lack of pre conflict village structures made it hard for villages to work amongst themselves limiting the opportunity for positive results.

i/ A Noticeably Cleaner Environment?

Our message and the efforts of the CARE Community mobilisation teams have meant that irrigation systems have been cleaned throughout the project. Farmers have cleaned areas of the canals before rehabilitation works has commenced and the 'Clean Up' campaign removed a significant amount of rubbish from the surrounding environment. Some areas are noticeably cleaner than when we began our active campaigning work. Jabllanica e Vogel for example took full advantage of the clean up campaign and has improved their situation greatly. Unfortunately, as mentioned earlier, because of the vast scale and amount of rubbish in the command area it is hard to notice an improvement to any great extent.

Almost all are agreed that actions are necessary now, for a long-term change to become possible. We have wider awareness generally and some areas are cleaner than when we started but problems wont go away until there are the structures are put in place i.e. service provision for waste collection. Some villages are a 30km round trip from the municipal dump. People could take their waste to Peje and dump in the containers provided in the City? Unfortunately the local waste collection company cannot cope at present with the amount of waste in the City so excess waste from an area inhabited by 25,000-30,000 people would overload the current service providers.

There is most definitely an increase in environmental awareness throughout the DiB region, especially regarding the harm improper practices cause the water systems and agricultural land. The benefits such as the improved health and well being of communities are understood. Whether it be from a mother whose children have suffered from diarrhea or a farmer whose crops have been damaged because of polluted irrigation waters.

13/ Recommendations

- *Generally a more concentrated approach should be taken. One restraint we had to deal with was spreading our efforts over such a large project area. If we had had the same resources but half the project area I believe we could have developed ideas relating to recycling and nominated waste collection points much further. Any future project would do well to use the first villages at the water source as a pilot project command area.*
- *Concentrate more effort at Hamlet level, as hamlets appear to be able to work well amongst themselves. Avoid or limit petty village politics.*
- *Closer contact with the nominated Environmental Contacts is vital if we are to utilise their position fully. Ideally I would have wished to meet with them two to three time per week to really push some of the concepts we raised further. A more rigorous and Democratic election process when nominating Environ Contacts should be considered. Possibly the contact should receive a small stipend for their work. If they don't work they don't get paid.*

- *Village structures are often weak. In any future project the same resources that have been available to the CARE mobilisation teams, should be allocated to the Environmental Contacts. Establishing working groups and committees within villages relating to pinpointing and cleaning environmental 'Hot' spots. Groups of volunteers (housewives or mothers) to visit and support other villagers and advise on environmental and health issues.*
- *Unfortunately very few women were present at the follow up meeting stage. Here we observe traditional structures coming into place and much of our earlier contact was lost. If the time and resources had been available we would like to have been able to continue and stress the importance of the female role in the ARC. These traditional roles should be addresses further.*

14/ Conclusions

The DiB communities are fully aware of the harm caused by the non-correct disposal of waste, after all they have to face these problems every day. People have expressed a willingness and a want to change. They except that it is necessary if they are to develop local agriculture, maintain water quality and improve the health of the local communities.

Rectifying the current situation within the time frame of the Awareness and Responsibility Campaign was never going to be possible. Sustainable solutions are potentially possible with the right planning and budget. As a starting point to longer-term solutions the ARC has, I believe, proven itself invaluable. Changing people's perceptions of their environment now, will limit damage and slowly eradicate some current harmful practices. As the CIOs communicated with the villagers they explained that the ARC is an important first step. It has current meaning in the manner it directly effects the CARE Irrigation Rehabilitation Scheme, but will also prove to have relevance well into the future.

Seeds of ideas can inform and develop in people's minds. Interested parties agree that although we may not see many physical results when campaigning, the message is vitally important in changing actions through into the future. At times our efforts have appeared to be dwarfed by the catastrophic situation in the DiB area with regards to waste. Were we really making a difference? The answer to these questions would come from the residents themselves. On numerous occasions we were thanked for our concerns and our efforts. A gentleman from Vitomirica thanked us personally for our work. He told us that as a resident of Vitomirica for 50 years, not once had anybody ever shown any real interest in the populations waste problems. Sometimes this response was extremely humbling for us all. But it did give us continued conviction in the message we were offering and the importance and relevance of the Awareness and responsibility Campaign.

As the ARC expanded, both BSF and CARE realised the importance of looking at ways to develop a future project that may expand on our findings and offer some sustainable solutions. After all, the long-term success of the CARE Rehabilitation Scheme will rely on

the reduction in improper waste disposal throughout the project command area. It is now hoped that this research can be utilised by CARE International as a basis for a project aimed at establishing a system of rural waste management in the Drini i Bardhë region.

The BSF campaign, I believe, is just the starting point for further actions relating to the environment in this region of Peje Municipality. The current destructive practices are not caused just by a lack of waste collection services but also by decades of negative thinking relating to the disposal of waste. I believe that we have begun the process of changing that negative thinking. Sustained awareness raising efforts are necessary if we are to change this thinking and so limit the actions that are polluting the rural water systems and environment as a whole. If the villagers see tangible solutions to their problems, such as waste containers, support and understanding for our message will be increased. This will occur because the local communities will have an opportunity to take an alternative action to dumping into the water supply. A real solution would gain real support and real support would bring a real and sustainable solution.

Annexes 1-15

- **1 Strategy and Training Manual**
- **3 Command Area visit figures**
- **4 Hamlet meeting figures**
- **5 Seven point plan**
- **6 Follow up meetings**
- **7 Follow up meeting reports example**
- **8 Enviro Contact List**
- **9 Feedback meeting assessment**
- **10 CIO cleanup reports**
- **11 Science in Our Schools**
- **12 Press Release**
- **13 Media Contact List**
- **14 Monitor Report**
- **15 Presentation to COOPI conference**