

Public campaign for waste collection and minimization in Luang Prabang,

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1. Overview of waste management
2. Approaches in public campaign
3. Success story of public private partnership in waste handling
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Waste management

- On average a person produces 0.8 kg of solid waste per day (0.7 Kg for the whole country);
- 55% of the total wastes are collected and disposed in landfill sites (60 and 50% in the Capital City and small towns, respectively) ;
- The rest is disposed of either by open burning or illegal dumping into nature water ways or vacant land.

Waste management

- Waste collection and disposal have been regulated by Law on Industrial Waste (1994), Environmental Protection (1999), Disease Prevention and Health Promotion (2001) and other regulations;
- Waste collection and disposal are vested under Urban Development Administration Authorities, MPWT and WREA at policy level.

Project approach in Public Campaign



- Through special public campaign projects, on average with a budget of about US\$ 100,000 / project
- Attached as a component of urban development projects, with a fund support of at least US\$ 50,000

Through local mass media and public events



- Every two days through local newspapers, on average
- Every day on local and national radio
- The campaign has been carried out from around 2000

The results of the past effort



People's behavior in dealing with waste did not change very much, especially in public gathering places

The results of the past effort

Open burning and illegal dumping are still evident in vacant land



Success story of public-private sector partnership



- Village Cleaning day: giving instruction to villagers to clean the public spaces in their villages,
- This is a powerful tool in awareness raising at almost no financial cost

Success story of public-private sector partnership



- Involving the monks in the public area cleaning,
- The campaign has a greater effect when it is done by the temples

Success story of public-private sector partnership



- Introduction of the notion of waste reduction and recycling into school curriculum,
- Involving school children and teachers in street cleaning activities,
- Actions speak louder than words.

Success story of public-private sector partnership



Attached the waste reduction requirements to governing rules of hotels or resort camps in addition to the safety instruction.

Conclusion

- Public Private Partnership in public campaign is more cost effective and more sustainable compared to the adopted specific project approach;
- The public campaign is effective when it is result oriented and focuses on identified target groups;
- The achievement of PPP is better in areas where the public servants are more committed and active.
- Support for initiative shall be given to both central and local governments

Thank you for listening

