



# 9 Environmental Promotion and Education

In recent years, relevant agencies including the central and local governments, along with non-governmental organizations, have contributed greatly to environmental promotion and public information. For example, the recent successful campaign to correct the widespread misconception that high octane gasoline was somehow "more powerful" or "better" than lower octane gasoline in automobiles designed to use. It illustrates how environmental promotion can influence the behavior of the general public. The multimedia campaign resulted in the reduction in the proportion of high-octane gasoline use from 73% in 1997 to 52.4% in 2000. In addition to major savings for the motoring public, the campaign improved the environment by reducing refinery emissions and demand for crude oil. It serves as a model for other public environmental activities.

Many public awareness campaigns have been carried out by MOSTE, Royal Thai Police, Ministry of Public Health, and other. The Bangkok Metropolitan Administration has played an active role in involving the public in environmental protection. In order to improve the living conditions of Bangkok residents, air pollution abatement has a top priority. The Air Pollution

Mitigation Campaign Year 1999 has been announced, and many pollution reduction measures have been taken. Although the success of this campaign is difficult to quantify, there is increasing cooperation from the drivers in avoiding the eight critical air pollution roads announced by the Bangkok Metropolitan Administration. Moreover, the street pollution level especially the fine dust with the diameter



Figure 9.1 Brochures on Vehicle Maintenance



**Figure 9.2** Environmental Awareness Promotion for Schoolchildren



by students. The students will disseminate environmental knowledge and ideas to encourage people near their homes, their relatives and friends to be active in environmental protection and conservation and take part in the BMA activities, those of the universities, and their own initiatives.

BMA also developed a web page for Environmental Protection Volunteers as a channel for communication among volunteers and dissemination of volunteer's activities. By October 2000, the volunteer group expanded to the community, BMA

primary and secondary schools of the Ministry of Education.

The NGOs for example Magic Eye, and Thai Environment Institute, also joined the public awareness raising campaign on prohibition of littering, promotion of waste recycling and protection of watercourses and the environment.

equal or less than 10 micrometer ( PM-10 ) has dropped to or below the standards for some time. (Standard 120 micrometer/m<sup>3</sup>)

The campaign to increase public participation in environmental protection also focuses on solid waste management. The littering prohibition campaign was implemented followed by the enforcement. This is a very prominent and successful environmental protection campaign which is making Bangkok a clean city again. The local governments in the Bangkok vicinity have followed this campaign. The reduction of solid waste generation is targeted at households and a campaign has been launched to promote the 5 R strategy (Reduce, Reuse, Reject, Repair and Recycle). The concept promotes a simple life style by reducing consumption and purchasing only necessary things; reusing items when possible, rejecting household hazardous waste by discarding them separately from the other solid waste; repairing broken items to make them functional again, and recycling solid waste to be made into new useful items.

The 430 BMA primary schools in Bangkok are part of the environmental promotion and education program. Many activities have been initiated in order to encourage students to participate in environmental protection. Green school program such as planting more trees, environmental camp and competition for the best environmental composition are some of the activities. Teaching materials such as books, and videos for environmental classes have been developed and provided to all BMA schools to help raise awareness of environmental protection among pupils.

The Environmental Protection Volunteer Project is another activity initiated by the BMA to promote the environmental protection and conservation. The first volunteer group was students from universities in Bangkok. Two seminars were held by BMA with the participation of about 120 students. The most recent seminar were held on 4 - 6 August, 2000. During the seminars, students were gathered to discuss and brainstorm. The outcome showed the strong potential for environmental solutions developed



**Figure 9.3** Black Smoke Inspection



**Figure 9.4** Single-Occupant Vehicles Cooperating to Avoid Polluted Roads

Environmental campaigns or activities achieve success only in short periods . In order to sustain achievements, the responsible agencies must work to maintain continuity. Dissemination of environmental information and news to public need to be promoted by all relevant agencies. The education programs for effective understanding of and cooperation on the environment need to be provided. The partnership among all levels of government, NGOs, the private sector and local residents in the environmental programs needs to be effectively established and sustainably maintained.

