



GMS: East-West Economic Corridor Eindu to Kawkareik Road Improvement Project

Complicated. Multi-faceted. Communication in post-conflict Myanmar

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DER's Project Communication Series

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Eindu Kawkareik Road Improvement Project



- 66.4 km road improvement between Eindu and Kawkareik in Kayin State
- \$120 million loan: \$100m ADF (including \$65m regional), and \$20m AIF
- Road constructed to ASEAN/GMS standards
- JICA parallel cofinance (Gyang Bridge)

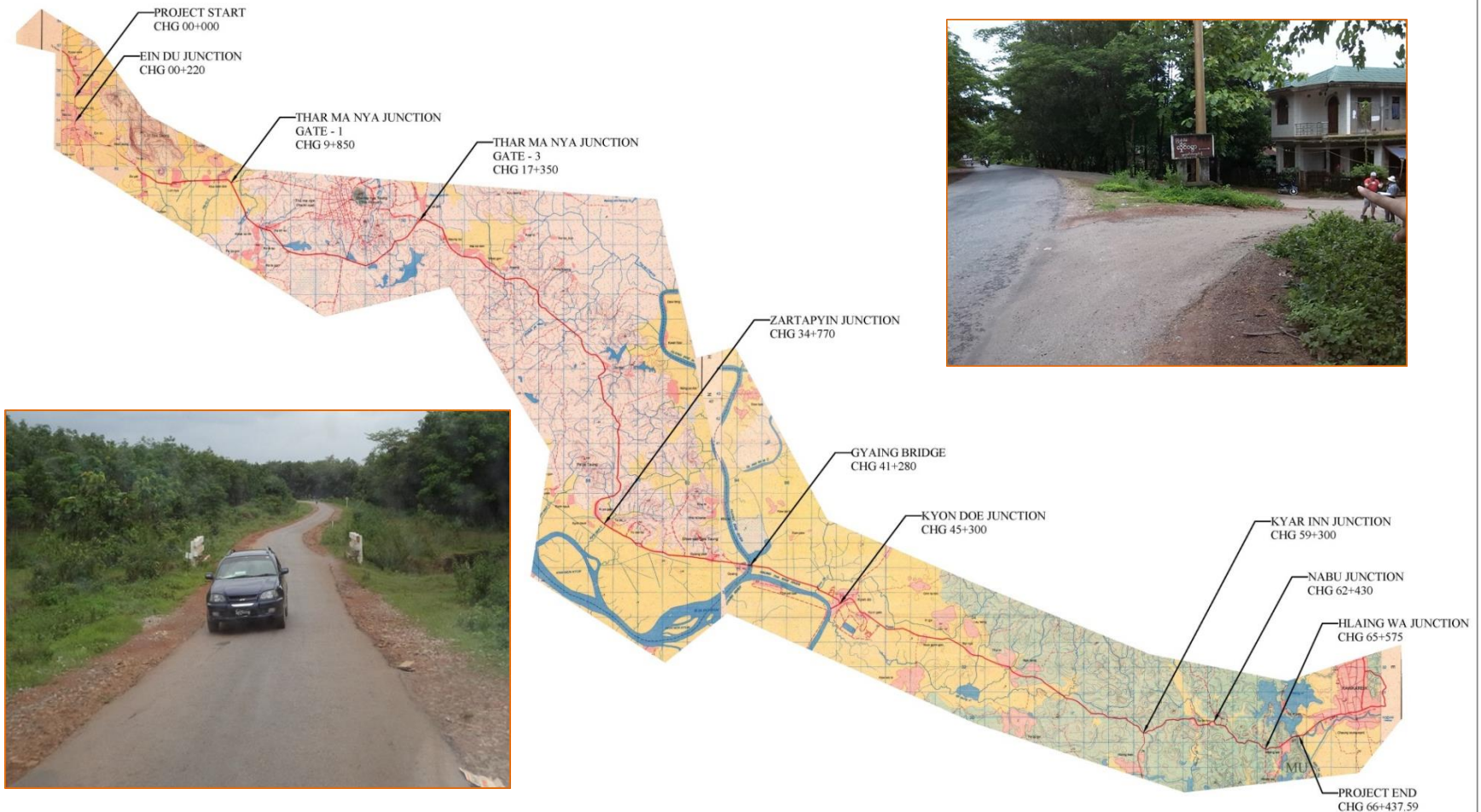


Pontoon bypass for vehicles >30t
Consider replacement bridge

Begin NEDA bypass at Kawkeirek

Project Road

TA-8330 EINDU TO KAWKAREIK ROAD DEVELOPMENT PROJECT



Why communication is so important to this project

Complex and multi-faceted context

- Myanmar's transition
- Kayin's post conflict situation

Communication and consultations

- Multiple stakeholders with substantial interest including ethnic armed groups & civil society
- Thai-financed road nearby
- Ensure benefits are relevant and realized

ADB coordination and communication

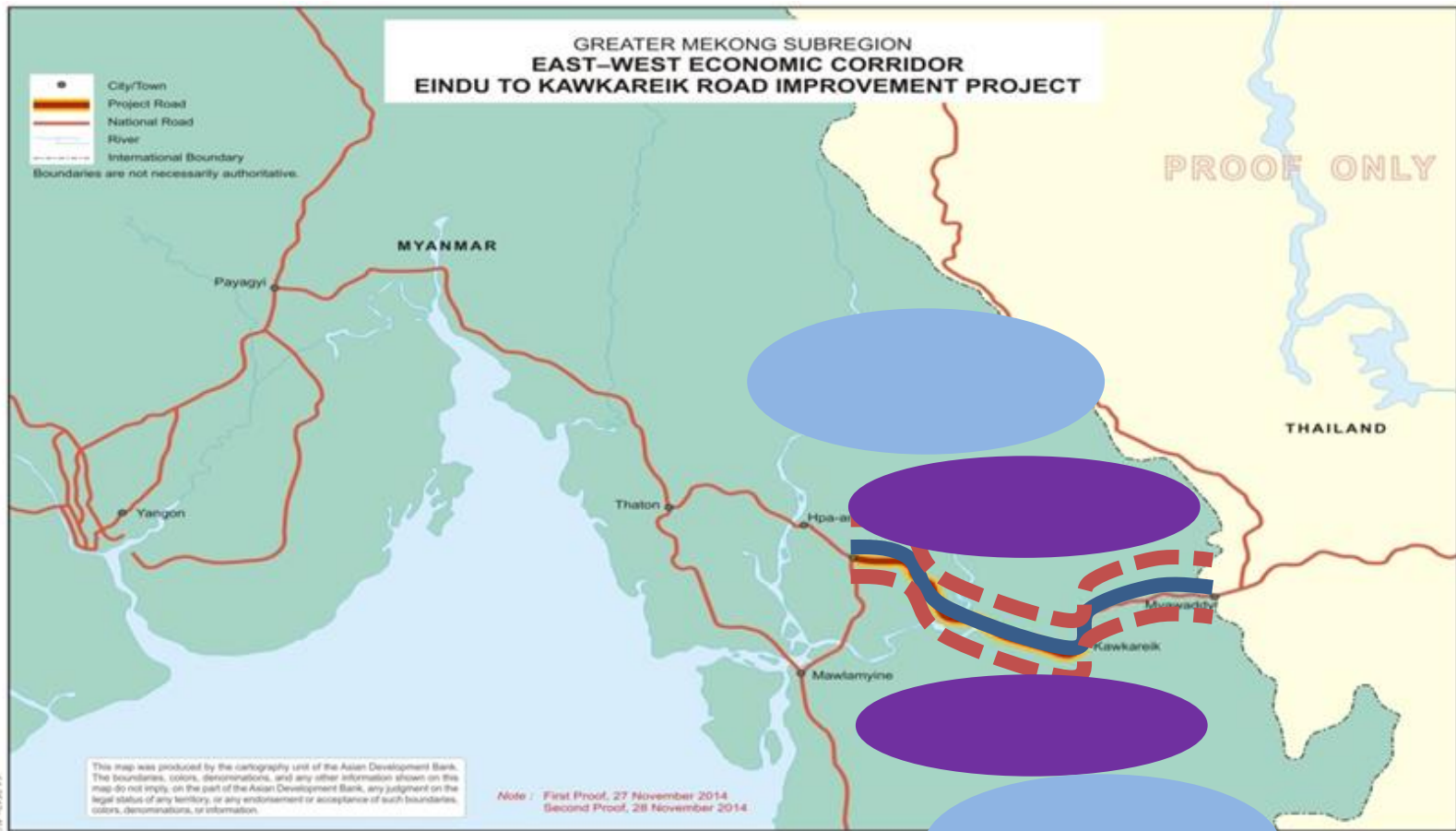
- HQ and RM coordination critical



Kayin's Post Conflict Situation

Areas of influence

- Government
- Border Force
- DKBA (Democratic Karen Benevolent Army)
- KNU (Karen National Union)



Multiple stakeholder interest



Karen Peace Support Network

	Organisation	Acronym	Website (if available)
1	Burma Issues	BI	www.burmaissues.org/
2	Back Pack Health Worker Team	BPHWT	www.backpackteam.org/
3	Burma Medical Association	BMA	www.bmahealth.org/
4	Committee for Internally Displaced Karen People	CIDKP	
5	Federation of Trade Unions Kawthoolei	FTUK	
6	Karen Affairs Committee	KAC	
7	Karen Baptist Convention	KBC	http://kbcm1913.org/
8	Karen Development Committee	KDC	
9	Karen Development Network	KDN	
10	Karen Education Department	KED	www.kareducation.org/
11	Karen Environmental and Social Action Network	KESAN	http://kesan.asia/
12	Karen Human Rights Group	KHRG	http://khr.org/
13	Karen Office for Relief and Development	KORD	http://kordcentre.org/
14	Karen Refugee Committee	KRC	
15	Karen Refugee Committee Education Entity	KRCEE	
16	Karen Rivers Watch	KRW	www.karenyouthktl.org/krw.html
17	Karen Student Network Group	KSNG	www.ksng-karen.org
18	Karen Teacher Working Group	KTWG	http://ktwg.org/
19	Karen Women Empowerment Group	KWEG	
20	Karen Women Organization	KWO	http://karenwomen.org/
21	Karen Youth Organization	KYO	www.karenyouthktl.org/
22	Mae Tao Clinic	MTC	http://maetaoclinic.org/
23	Hsar Mu Htaw	HMH	
24	Hku Po Ka Paw	HPKP	
25	Karen Environment Network	KEN	
26	Youth Circle	YC	
27	Mutraw Community Development Committee	MCDC	
28	Taw Oo District Humanitarian and Development Committee		



Thai-financed road nearby



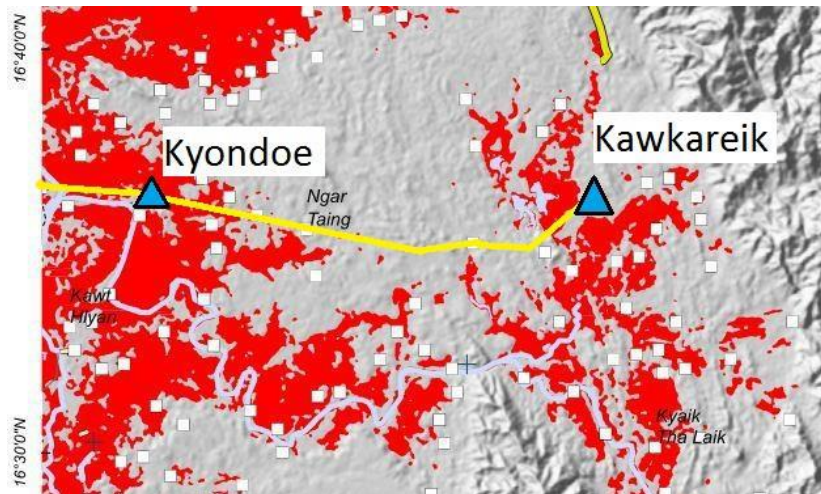
Ensure benefits are relevant and realized



Structures to improve drainage and manage floods.

Climate resilient design features

Road safety



Extent of flooding on 5th August 2013



What was planned in Manila

- Request for mission approval from Chief Minister
- Advance notice about all consultations, including time & location
- Consideration of translation needs & language
- Capacity of government & how to build
- Following consultation guidelines for MYA



What happened in the field



- Approval to travel granted last minute
- Consultation venue & times changed
- Time taken answering simple questions
- Wrong language used
- Government capacity remained low
- Civil society concerns raised vocally



The Communication Plan

Objective: create a well-informed and supportive stakeholder community for the project.

Delivery: familiarize the project PMU with communication and redress mechanism requirements.

- (i) Identifying a focal point for communication with affected people and other stakeholders;
- (ii) Ensure relevant project information is delivered to stakeholders in a culturally appropriate, gender-sensitive, and timely manner to raise awareness of the project's scope, benefit and impacts, and to foster acceptance and understanding of the project;
- (iii) Ensure accurate and timely feedback from stakeholders is obtained;
- (iv) Enable an efficient and regular two-way flow of information;
- (v) Work with local leaders to help foster understanding and acceptance of the project;
- (vi) Timely and full disclosure of all required documents;
- (vii) Develop capacity of government staff;
- (viii) Monitoring the implementation of the Stakeholder Communication Strategy throughout the project, ensuring corrective actions are taken where needed.



The Communication Plan

Key Stakeholder

- Project affected persons
- Project beneficiaries / public
- Transport users and organizations
- State government / townships / wards
- Village and community leaders
- Ethnic armed organizations
- NGOs, CSOs
- PMU / MOC

Activities

- Desired outcome
- Risks
- Information
- Activities
- Communications
- Timing
- Responsibility
- Resources

The Communication Plan

Key Stakeholders	Desired outcome	Risks	Information	Activities	Communications	Timing	Responsibility	Resources
Project affected persons	Complete understanding and acceptance of the project and project environmental and social/ resettlement impacts. Meaningful consultation on impacts and mitigation measures in the Initial Environmental Examination (IEE) and Resettlement Plan (RP) as well as entitlements in the Resettlement Plan. Understanding of entitlements and grievance redress mechanism.	<p>Accuracy, completeness and timeliness of information.</p> <p>Language or literacy barriers.</p> <p>All concerns addressed in timely manner</p> <p>No perceived benefits.</p>	<p>Project plans (IEE/EMP, RP), land acquisition impacts, entitlements, compensation rates, and grievance redress mechanism, as well as resettlement and income restoration strategies. Project description, environmental impacts and mitigation, environmental management plan (EMP), and grievance redress mechanism. Activities during project preparation and implementation.</p> <p>Broader project benefits.</p>	<p>Provide easily understandable , culturally appropriate and accessible information.</p> <p>Engage stakeholders in soliciting meaningful feedback.</p> <p>Establishment of a project information office, with volunteer village representatives in affected areas.</p>	<p>Meetings with project affected persons</p> <p>Distribution of Public Information Booklet (PIB)</p> <p>Project public information displays (PID), i.e. posters, public notices.</p> <p>Executive Summary of the IEE (translated to MYA language) posted in local government offices (village, district, etc.)</p> <p>Grievance redress mechanisms</p> <p>Sustained and regular engagement with communities</p>	<p>Project preparation activities.</p> <p>Project readiness activities</p> <p>Project implementation activities</p>	<p>PMU</p> <p>ADB</p>	<p>Human resources (PMU and CSC).</p> <p>Capacity building and technical support in communications and community engagement</p> <p>Budget for PIB, PID, translation and public posting of the IEE's executive summary and regular meetings. Budget for technical support and capacity building.</p>
Project beneficiaries,	<p>Understanding of project rational, and project implementation program.</p> <p>Understanding project commitment to transparency</p>	<p>Lack of understanding of project activities, implications and results.</p> <p>Lack of regular updates, information flow</p>	<p>Regular messages and information sharing activities on project developments.</p>	<p>Public information updates.</p> <p>Establishment of a project information office, with volunteer village representatives in affected areas.</p>	<p>Media outreach: local radio (including national language), national radio, television, print</p> <p>Distribution of Public Information Booklet (PIB)</p> <p>Public information displays (PID), i.e. posters, public notices.</p> <p>Project performance reports and project</p>	<p>Project preparation activities.</p> <p>Project readiness activities</p> <p>Project implementation activities</p>	<p>PMU/CSC/ Contractors</p> <p>ADB</p>	<p>Human resources (PMU and CSC).</p> <p>Capacity building and technical support in communications and community engagement</p> <p>Budget for PIB, PID and regular meetings and other technical support as needed.</p>

The Communication Plan

Risks and Challenges

- Ensuring affected communities, NGOs, CSOs, and non-state actors have a complete understanding of the project, are consulted, and feel their views about the project have been meaningfully considered and properly addressed.
- Ensuring officials and community leaders adequately understand the project, and recommended means of addressing stakeholder concerns at the local level.
- PMU and MOC staff may not be familiar with stakeholder communication requirements and redress mechanisms. Dedicated staff who are aware of the requirements and with skills in communication and community engagement are needed to ensure the effective implementation of these requirements. Need to identify and build the capacity of a PMU focal point for communication with affected people and other stakeholders, as well as broader communication responsibilities (i.e., media relations).
- Need to develop viable information sharing and consultative mechanisms.

Lessons Learnt

- The project would probably fail without good communication and a communication plan
- Preparation must adapt to local conditions
- A One-ADB approach is extremely beneficial
- It did not actually cost that much
- Use when required





Thank You