

Rivers of the World Foundation

1496 Harwell Avenue, Crofton, MD 21114-2108

www.rowfoundation.org



ANNUAL MEETING 2009 **Summary Report**





Rivers of the World Foundation

1496 Harwell Avenue, Crofton, MD 21114-2108

www.rowfoundation.org

Program Planning and Implementation-

2009-2010

AGENDA

Date: **October 18, 2009 (Sunday) ~ Time: 10:30 AM – 3:30 PM**

Venue: **Patuxent National Wildlife Visitor Center**
10901 Scarlet Tanager Loop, Laurel, MD 20708

Background: The primary objective of the ROW Foundation is to make all efforts to cleanup highly polluted Rivers in US, India, SE Asia, S. America, Africa, Europe, and Other Parts of the World. Last year before the meeting ROW Foundation has filed an application for 501 (C) 3 (public charitable foundation) and in April 2009 the foundation has received approval of the 501(C) 3 status. some of the tasks to be undertaken will be discussed in this meeting.

- A. **Project Presentations** - 10:30 AM
 - a. Ram Koduri, P.E. - Rivers of India
 - b. Dick Lahn - Watersheds and Proposed Field Training
 - c. Dilli Neupane – Update on Rivers of Nepal
- B. **Officers and Responsibilities** – William E. Roper, PhD, P.E. - 11:45 AM
- C. **Annual Report for 2008-2009** – Subijoy Dutta, P.E.
- D. **LUNCH – Complimentary** - 12:30 PM to 1:30 PM
- E. **River Projects -** - 1:30 PM
 - a. Ginny Harris – Insights on Potomac River Cleanup Activity
 - b. Subijoy Dutta, P.E. – Yamuna River Cleanup Effort
- F. **GROUP Discussion -** Lead by Subijoy Dutta, P.E. - 2:30 PM
& William E. Roper, PhD – Project Ideas & Programs for 2010
 - a. **Country Rep for India – Search, Selection and Specific Assignments**
 - b. **Action Elements For the Coming Year**
- G. **Fundraising** - William E. Roper, PhD, P.E. - 3:00 PM
- H. **Board members + Membership Drive** - Dick Lahn
- I. **ADJOURN** - 3:30 PM

Suggested Tax-deductible Donation - \$1 to \$50.00, to ROW Foundation (501 (C) 3 Organization) - Visa/MC Okay.

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Program Planning and Implementation- 2009-2010

Date: October 18, 2009 (Sunday) ~ **Time:** 10:30 AM – 3:30 PM
Venue: Patuxent National Wildlife Visitor Center

1. Introduction: Members/Participants:

The meeting was presided over by Bill Roper, President of the Rivers of the World (ROW) Foundation. A list of meeting participants is attached at the end of this report. For downloading the list from the website, please go to <http://rowfoundation.org/members/>.



Picture:(L to R) Dilli Neupane (above), Bill Roper, Dick Lahn, Subijoy Dutta; Ginny Harris, and Ram Koduri.

2. Presentations:

Presentations provided at the meeting by the participants are summarized below.

2.1. Ram Koduri's Talk on Rivers of India

Mr. Ram Koduri, P.E. is one of the founding members of the organization. He is also a member of World Environmental Federation (WEF) and former engineer with the Chicago Water Works. His presentation on rivers of India covered eight River Basins, namely:



- Ganga River Basin
- Godavari River Basin
- Krishna River Basin
- Narmada River Basin
- Mahanadi River Basin
- Kaveri River Basin
- Tapti River Basin
- Sabarmathi River Basin

A general map showing the Rivers of India is provided in Figure 1 below.

The Rivers of India play an important role in the lives of Indian people. The river system provides livelihoods for a large number of people all over the country. The rivers also have an important role in Hindu Mythology and as such are considered holy by the people.

India Rivers and Lakes Map



Figure 1. Major Rivers and Lakes of India

Ganga River

The Ganga River originates in the Himalayas and is 2,510 kms (1,557 meters) long. It begins at the Gangotri Glacier in the state of Uttarakhand in the central Himalayas at the confluence of five headstreams - the Bhagirathi, Mandakini, Alaknanda, Dhauliganga and Pindar at Devprayag. From here, it drains into the Bay of Bengal through its vast delta in the Sunderbans and also into Bangladesh. After entering Bangladesh, the main branch of the Ganges is known as Padma River till the Jamuna River the largest distributary of the Brahmaputra joins it.

Further downstream, the Meghna River, the second largest tributary of the Brahmaputra, feeds the Ganges. Fanning out into the Ganges Delta, it empties out into the Bay of Bengal. The streams are formed due to the melting snow and ice from glaciers from the peaks such as Nanda Devi and Kamet. The river is held sacred by Hindus and is worshipped in its personified form as the goddess Ganga. The Ganga and its tributaries drain a large and fertile basin with an area of about one million square kilometres.

After travelling 200 km through the Himalayas, the Ganges emerges at the pilgrimage town of Haridwar in the Shiwalik Hills. At Haridwar, a dam diverts some of its waters into the Ganges Canal, which links the Ganges with its main tributary, the Yamuna. The Ganges now begins to flow in a south-eastern direction through the plains northern India. From Haridwar the river passes about 800 km (500 meters) through the city of Kanpur, before the sangam with the Yamuna River from the southwest at Allahabad. This point, known as the Sangam, is a sacred place in Hinduism. According to ancient Hindu texts, a third river, the mythical Saraswati River is believed to meet the two rivers at this point.

Then the Ganga forms a stretch between Allahabad and Malda in West Bengal through many rivers such as the Kosi, Son, Gandak and Ghaghara. On its way it passes the towns of Mirzapur, Varanasi, Patna and Bhagalpur. At Bhagalpur, the river wanders past the Rajmahal Hills, and changes its course southwards. At Pakaur, the river branching out of the Bhagirathi river, the first tributary which passes to form the River Hooghly. Close to the border with Bangladesh, the Farakka Barrage, built in 1974 controls the flow of the Ganges, diverting some of the water into a feeder canal linking the Hooghly to keep it relatively silt free.

The Ganga has a lot of fertile soil and is an important source of the agricultural activities in India and Bangladesh. The chief crops cultivated in the area include rice, sugarcane, lentils, oil seeds, potatoes, and wheat. Along the banks of the river, the presence of swamps and lakes provide a rich growing area for crops such as legumes, chillies, mustard, sesame, sugarcane, and jute. Fishing also provides opportunities to many along the river, though the river remains highly polluted. Three towns, holy to Hinduism - Haridwar, Allahabad, and Varanasi attract thousands of pilgrims to its waters. Thousands of Hindu pilgrims arrive at these three towns to take a dip in the Ganges, which is believed to cleanse oneself of sins and help attain salvation.

The rapids of the Ganges also are popular for river rafting activities, attracting hundreds of adventure seekers in the summer months.

A Map showing the Ganges River Basin is shown in Figure 2 below.



Figure 2. The Ganges River Basin

Mr. Koduri presented details of the other Indian River basins as well and emphasized the need for addressing the problems and issues related to very serious decadence in some stretches of these rivers and the exposure to people to the poor water quality leading to diseases and poor health condition of the people living in those areas.

He also mentioned about his experience and positive observations about the Yamuna youth camp he attended in Samalkha, Haryana which he attended in August, 2009. The camp was co-sponsored by ROW Foundation and the Water Community. Mr. Koduri spoke at the youth camp and mentioned about problems with Indian rivers. The Water Community conducted the workshop on various aspects of river cleanup work. The workshop was well attended and the participants seemed to have received the information effectively. In particular he mentioned about a letter with positive reviews from Wen Min, a student from China, who participated at this youthcamp.

He discussed about the two employees who are currently working in his office in Hyderabad. They are available to assist in performing some of the work for the ROW Foundation, he added. Ms. Pushpa Morolla is experienced at public relations work and organizing volunteers - which she can do for ROW. The second person is Amarnath, who is experienced in doing research and extracting information. Ms. Morolla can translate English media releases and information into Hindi. Ram offered to ROW foundation the part-time work and services of those two persons in his employ.

2.2. Dick Lahn's Talk on Watersheds and Proposed Training

Mr. Richard (Dick) Lahn is one of the executive committee members of the ROW Foundation. He is the primary public relations and awareness leader for the organization.

Mr. Lahn outlined the four prospective field workshops being planned in places along the Yamuna from Delhi to Agra. The workshops for teenage students and residents in rural communities – is being planned and the detail field exercises are being developed. The workshops will focus on answering various water-related questions such as –

What is your drinking water source?

What is the role of the Yamuna River in your daily health and welfare?

Do you live in the Yamuna River Watershed?

How can you keep your watershed clean and protect your river?

How many of you want to learn, practice and teach other students?

Why trash cleanup activities and campaigns are important?

Can you write or draw your feelings toward the Yamuna River?

Students are expected to complete questionnaire on background and interests, and the interaction should get them motivated, and learn about the impact of water pollution and start to make them the community stewards for protecting their local watersheds and the Yamuna River.

2.3. Waqi Alam's Talk on Rivers of Bangladesh

Dr. Waqi Alam has been participating in some of the activities of the Rivers of the World Foundation and most importantly he is the leading the effort to compile the Rivers of Bangladesh information for the organization.

Information and slides from his presentations are provided below:

RIVERS OF BANGLADESH

Where is Bangladesh?



RIVERS OF BANGLADESH



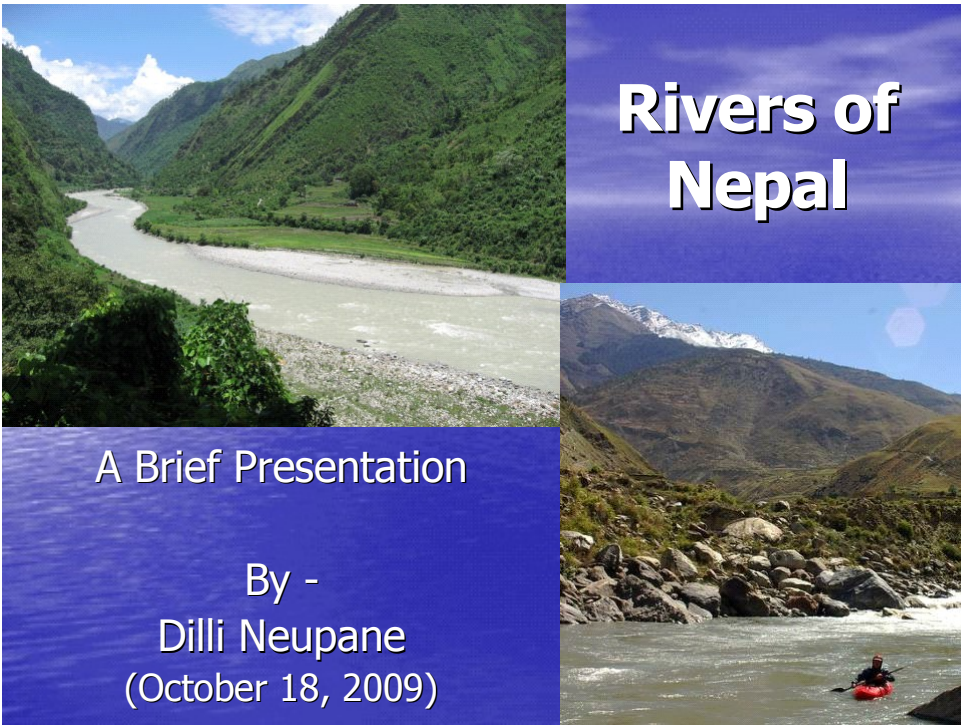
WORLD'S LARGEST RIVERS BY DISCHARGE

RIVER	COUNTRY	Average Discharge (1000 cft/sec)
Amazon	Brazil	7,500
Congo	Congo	1,400
Yangtze	China	770
Brahmaputra	Bangladesh	700
Ganges	India/Bangladesh	660
Yenisey	Russia	614
Mississippi	USA	611
Orinoco	Venezuela	600
Lena	Russia	547
Parana	Argentina	526

Dr. Alam mentioned in his presentation that Bangladesh is possibly the Country in the world which is most affected by rivers. Within 5,600 sq miles boundary, Bangladesh has 700 rivers. Of 140 Million people in Bangladesh, 100 Million are affected by rivers. Flooding is a bigger problem than pollution because most people live in the flood plain. These rivers are both a blessing and a curse. People of Bangladesh suffer from hurricanes and coastal storms every year. Because of the recurrence of these devastating storms the local people have learnt how to deal with it without suffering an extremely high impact. For example, to deal with Hurricane Katrina, US brought in experts from Bangladesh to help.

2.4. Dilli Neupane's Talk on Rivers of Nepal

Mr. Dilli Neupane has been participating in various activities of the Rivers of the World Foundation from its very inception. His dedication, help and handy support in various activities of the foundation are of high value. He has been leading the effort in compiling the work on the Rivers of Nepal. The ROW foundation members indicated that it will be nice if a meeting on the Rivers of Nepal is arranged in Nepal in future. In response, Mr. Neupane indicated that the Government is still quite unstable there in Nepal. When things change to normalcy and stability of the normal functionality of organizations, academics, and Industries returns, an attempt to arrange a meeting on Rivers at that time would be useful. It'd be quite difficult and the environment is quite antithetical at this time for such an effort, he added. Details of Mr. Neupane's presentation are provided below.



Rivers of Nepal

A Brief Presentation

By -
 Dilli Neupane
 (October 18, 2009)

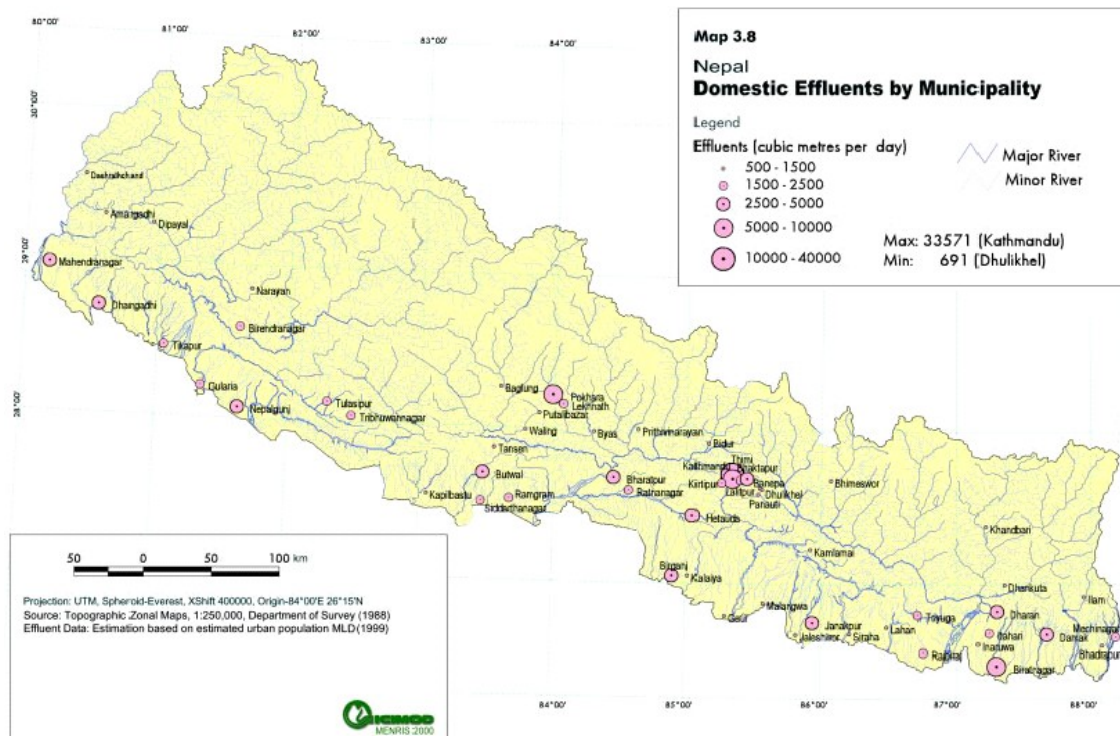


Location

Major Rivers and Cities



Generation of Wastewater



WHY?

- Political instability
- Priorities of the government
- Indifference of public (+public bodies)
- Lack of awareness
- Deficiency of funding

What is affected

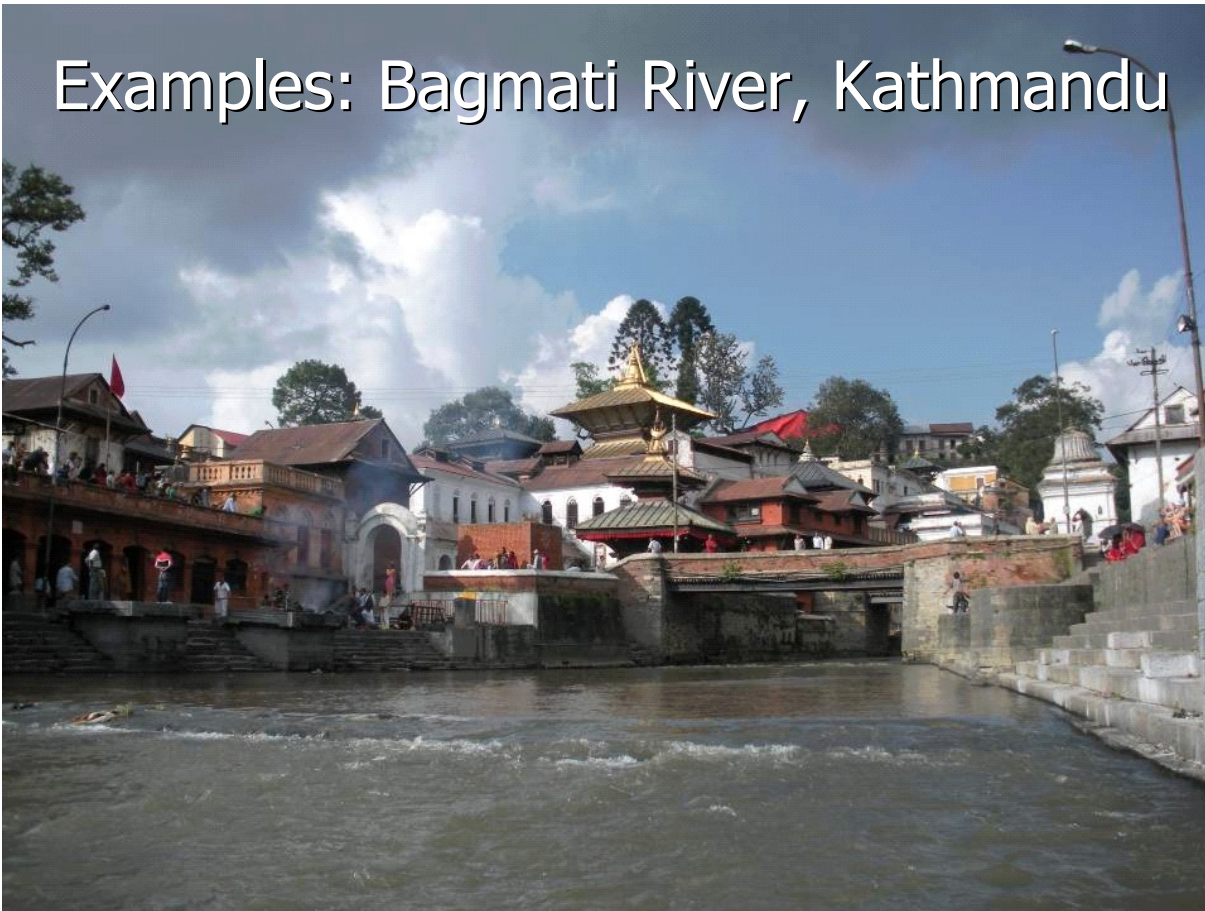
Water supply & Irrigation >> Public health
Aesthetic & Ecosystem >> Tourism



ECONOMY



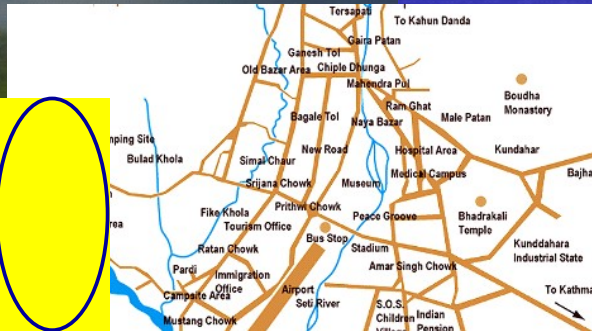
Examples: Bagmati River, Kathmandu



Examples: Bagmati River, Kathmandu



Example - Phewa Lake, Pokhara



Pokhara: Phewa Lake



Pokhara: Rupa Lake



What should we (ROW) do?

- Know current status and plans
- Help create awareness
- Partnership with local groups / people
- Help implement pilot projects
- Support for ongoing projects

2.5. Dr. William E. Roper's Address on Officers and Responsibilities

Dr. William Roper is the President and one of the founding members of the ROW foundation. Dr. Roper represents the ROW foundation in official capacity in various meetings and discussions in the DC area.

Considering the present activities and needs of the organization he suggested the following:

- Need to recruit more Board members.
- Need for a lead person for each country.
- letterhead for Board to use.
- One page summary of organization.
- Develop a strategic plan.
- Membership dues to be set at \$10/yr. in US. It can be waived for students, and in India it should be very nominal (~Rs. 50) for the volunteer members.
- Grant opportunities to be explored by Dick Lahn in contact with Dr. Kasuma Cunningham, a volunteer member and associate of the ROW Foundation.
- Need to find Sponsors.
- Setup Advisory Board.
- Need to have a person working in Delhi either part-time or full time on ROW projects and objectives.

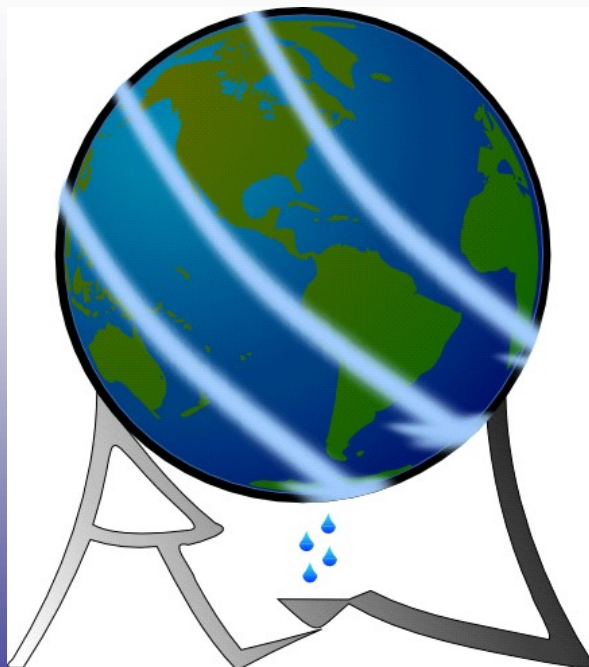
2.6. Subijoy Dutta's Talk on ROW Activities for the Past Year and Plans for the Next Year

Mr. Subijoy Dutta is the Technical Adviser and one of the founding members of the ROW Foundation. Mr. Dutta helped initiate and develop some of the activities that were undertaken during the past year by the ROW Foundation. A list of those activities during the past year is provided below:

- Mathura-Agra Conference in January 2009.
- Agra Yamuna Trash Cleanup in April 2009.
- Discussed with students from South Korea for Compilation of Rivers of South Korea
- ROW Foundation Received the IRS 501c(3) status in April 2009
- Yamuna Youth Camp in Samalkha, Haryana August 2009 with Water Community
- Visit to Adyar Poonga Eco Center near Chennai by Ram Koduri
- Rivers of Kerala compiled by volunteer member P.C. Abhilash, India
- Yamuna Benefit Concert arranged in Rockville, Maryland on October 17, 2009

Details on the presentation by Mr. Dutta are provided below.

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ROW Foundation – Program Planning and Implementation 2009 -10

Oct 18, 2009

Slide 1

Rivers of the World Foundation

ROW Foundation – Program Planning and Implementation

BACKGROUND

Primary Objective:

Efforts to Cleanup/Protect highly polluted Rivers in

- ❖ US
- ❖ India
- ❖ Nepal
- ❖ Bangladesh
- ❖ S. America
- ❖ Africa,
- ❖ Europe, and
- ❖ Other Parts of the World

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Slide 2

Rivers of the World Foundation

Accomplishments (Past 18 months)

1. Agra Yamuna Trash Cleanup at Poiya Ghat, April 2009



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Agra Yamuna Trash Cleanup at Poiya Ghat, April 2009

Oct 18, 2009



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Agra Yamuna Trash Cleanup at Poiya Ghat, April 2009



Oct 18, 2009

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Rivers of the World Foundation

2. Yamuna Youth Camp at Samalkha, Haryana, August 2009

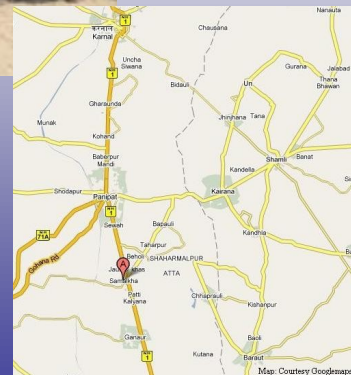


Yamuna Youth Camp at Samalkha, Haryana

Date - August 7-9

Location- Nature Cure Center, Pattykalyana Ashram, near Samalakra, 68 km from Delhi,

Organization- ROW Foundation, Water Community India, Gandhi Smarak Nidhi, Servants of People's Society (Delhi).



Oct 18, 2009

Slide 7



- The training program was initially planned about 4 months ago by environmental water experts of the ROW Foundation in US.
- The Activities and Study items planned for the event included –
 - ❖ A background and history of the Yamuna River;
 - ❖ some details on the water cycle;
 - ❖ The concept of a watershed;
 - ❖ Environmental indicators of change;
 - ❖ Painting by students;
 - ❖ Poetry and story writing on rivers; and
 - ❖ Do's and Don'ts to protect streams and rivers.

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Rivers of the World Foundation



Mr. Ramakrishna Koduri, P.E., one of the founding members of ROW foundation USA, was the Keynote Speaker of the camp, He told the youths how to clean a River and how we can keep our rivers pollution free. Moreover he also guided them how to prevent the waste from being released into the rivers, and what are the benefits of a blue and clean river.

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Rivers of the World Foundation

2. Yamuna Youth Camp at Samalkha, Haryana, August 2009..contd.



The other speakers of the program were Shri Onkar Chand (Servants of People's Society), Mr. Mahesh Dutt Sharma (Gandhi Smarak Nidhi), Mr Diwan Singh (Yamuna Satyagraha), Shri Kapil Mishra (Youth 4 Yamuna), Mr Rajesh Dokwal (Nature Foundation), filmmaker Rakesh Khatri.

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Rivers of the World Foundation

2. Yamuna Youth Camp at Samalkha, Haryana, August 2009..contd.



For personality development students learnt some Yoga Exercises in the early morning and evening. Second day they had the field vis it on the banks of Yamuna in the nearby village named Hathwala.

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3. Rivers of South Korea – Began coordination with Kim Yoon Lee



SEOUL, HAN RIVER

Han River, Seoul, South Korea

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Rivers of the World Foundation



Han River, Seoul, South Korea

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Rivers of the World Foundation

4. Rivers of Kerala – Compiled by Volunteer Member P.C.Abhilash

Kerala is a land abundant in water resources which include rivers, lakes, backwaters, big and small ponds etc... Lion's share of the states water needs is supplied by the rivers.

Kerala has 44 rivers of which 41 are west flowing and 3 east flowing.

The west flowing rivers flow down the land and join the Arabian sea or the backwater lakes which opens into the sea.

Most of these rivers originate from the Western Ghats.

Dr. P.C. Abhilash, Thalavady, Kerala

pcabhilash@gmail.com

Ph: 94510-18886

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Rivers of Kerala

Sl. No	West Flowing Rivers of Kerala	Place of Origin	Major Tributaries / Distributaries	Empties Into	Length (km)
1	Anjarakkandi			Arabian Sea	52
2	Achenkovil			Pampa	128
3	Baikal				10
4	Bharathapuzha (Nila)	Anamalai (Tamil Nadu)	Gayathripuzha, Kannadipuzha, Kalppathipuzha, Poothapuzha	Arabian Sea	250
5	Chalakkudy	Anamalai	Periyar	Periyar	144
6	Chaliyar	Elampaleri Hills	Iringipuzha, Cherupuzha, Kurumbanpuzha	Arabian Sea	168
7	Chandragiri			Arabian Sea	104
8	Chittar			Arabian Sea	25
9	Itthikkara	Madathara		Paravoor Lake	56
10	Kaariyankode			Kavvai Lake	64
11	Kadalundi			Arabian Sea	130
12	Kallada	Kulathoorpuzha hills		Ashtamudi lake	120
13	Kallai			Arabian Sea	22
14	Kalnadu				8
15	Karamana			Arabian Sea	67
16	Karuvannoor	Poomalai		Enamaakkal Lake	48
17	Kavvai			Kavvai Lake	22
18	Keecheri			Enamaakkal Lake	43
19	Korappuzha	Arikkan Hills		Arabian Sea	40


Rivers of Kerala

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Rivers of the World Foundation

Conducted A Fundraiser

Rivers of the World
Foundation (<http://rowfoundation.org>)



October 17, 2009
8:00 - 10:00 PM

Johns Hopkins Gilchrist Hall
9601 Medical Center Drive
Rockville, MD 20850
[Click Here For Details](#)

\$20 in Advance/\$25 at the Door/\$35 Front Rows
For Tickets Please Contact dicklahn@bellatlantic.net or visit
<http://rowfoundation.org>

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Rivers of the World Foundation

Recent Events –Fish Kill in Agra



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Rivers of the World Foundation

Recent Events –Fish Kill in Agra



Oct 18, 2009

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Rivers of the World Foundation

Recent Events –Yamuna Vigil at Nizamuddin Bridge



Bhim and Vijay carrying Delhi's 'burden' at the HNZ Bridge



Banner hiding the 'cut' portion of the fence



Slide 59

Two local young volunteers with the 'collection' of the FN

Rivers of the World Foundation

Recent Events – Yamuna Vigil at Nizamuddin Bridge



First Prize (Anubha Goyal of DPS NOIDA)

Children Art Competition at the Yamuna Vigil

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WHAT LIES AHEAD

- Mass Awareness
- Water Quality Monitoring
- Periodic Cleanups
- Demonstration Scale Treatment Projects
- Training Students and Local Communities

2.7. Ginny Harris's Talk on Alice Ferguson Foundation's Potomac River Project

Ms. Ginny Harris is with the Alice Ferguson Foundation. In partnership with the ROW Foundation she has been providing help and coordination in arranging the Yamuna Trash cleanup work that started in 2008. Details of her presentation are summarized below.



Alice Ferguson Foundation

- Foundation Background & Mission
- Foundation Programs
- How to Take Action



Foundation Background

- Located ten miles from the nation's capital, the Alice Ferguson Foundation is an environmental education, nonprofit operating Hard Bargain Farm.

Alice Ferguson Foundation
Experience, Education & Action



Foundation Mission

- Our mission is to provide experiences that encourage connections between people, the natural environment, farming and the cultural heritage of the Potomac River Watershed, which lead to personal environmental responsibility.

Alice Ferguson Foundation
Experience, Education & Action



Programs

- Hard Bargain Farm Environmental Center
- Bridging the Watershed
- Trash Free Potomac Watershed Initiative
 - Potomac River Watershed Cleanup

Alice Ferguson Foundation
Experience, Education & Action



Hard Bargain Farm Environmental Center

- Model environmental education program using experiential, performance-based learning techniques for children. More than 8,000 students participate annually at our 330-acre working farm along the Potomac River.

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Experience, Education & Action



Bridging the Watershed

- An education initiative partnership with the National Park Service and area schools in the Potomac Watershed. High school students engage in field studies and service learning projects at National Parks. This model is being replicated in other parks and watersheds.



Alice Ferguson Foundation
Experience, Education & Action



Potomac River Watershed Cleanup

- Each year the Alice Ferguson Foundation, in partnership with community organizations throughout the watershed, spearheads and coordinates the removal of trash from the Potomac and its tributaries.

Alice Ferguson Foundation
Experience, Education & Action

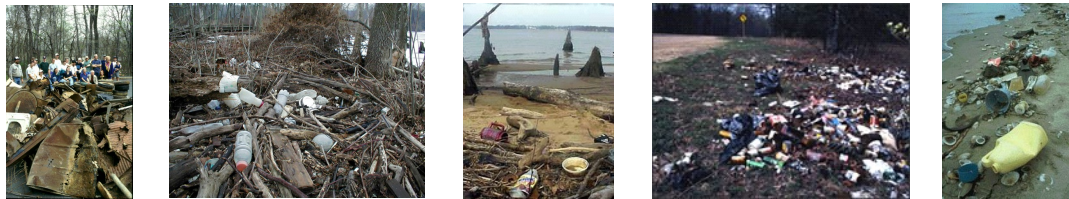


Cleanup Purpose

Litter is a significant indicator of an individual's sense of belonging and identity with their community.

People who feel the highest personal obligation to not litter feel a strong sense of identity with their communities, frequent recreational areas, have self-esteem and place special value on a sense of accomplishment, warm relationships, and a sense of belonging.

Alice Ferguson Foundation
Experience, Education & Action



- The cleanup began in 1989, when the staff at the Hard Bargain Farm Environmental Center and the Alice Ferguson Foundation wanted to clean the Piscataway Park shoreline.
- Today this significant and growing event engages hundreds of sites and community organizations and thousands of volunteers.

Alice Ferguson Foundation
Experience, Education & Action



2009 Potomac River Watershed Cleanup 21 years of removing trash!! Impact & Results

- 13,516 Volunteers
 - DC-- 17 Sites, 2,778 Vol., 78tons
- 505 Cleanup Sites Registered
 - VA – 123 sites, 2,941 Vol., 69 tons
 - MD – 205 sites, 6,151 Vol., 107 tons
- 18 Counties
 - WV – 8 sites, 123 Vol., 8.15 tons
- 375 Community Organizations
 - PA – 4 sites, 85 Vol., 21 tons

Alice Ferguson Foundation
Experience, Education & Action

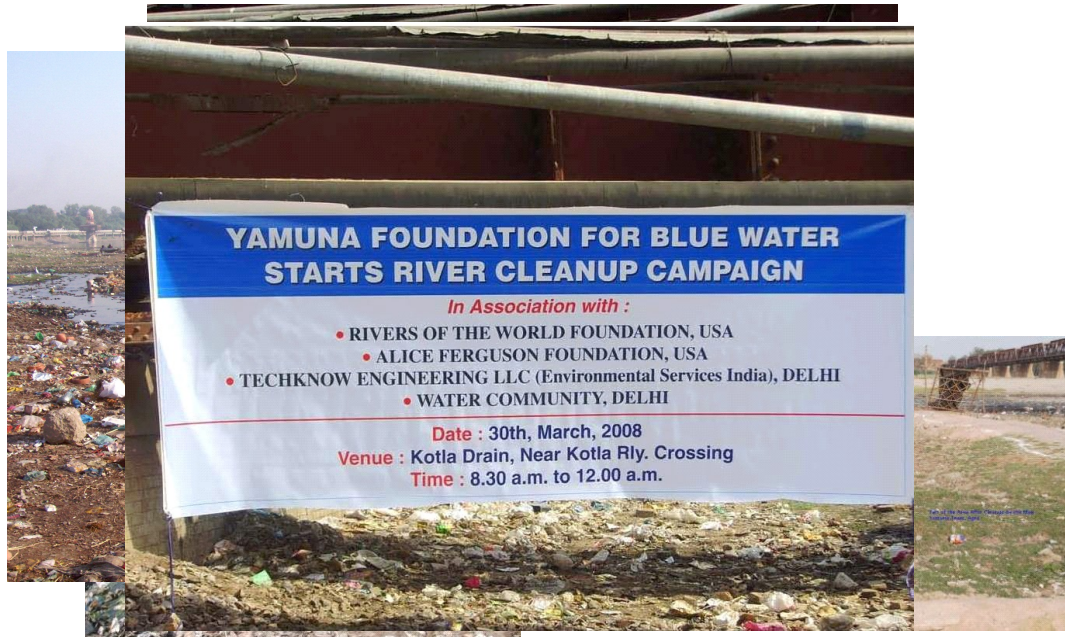


2008 Potomac River Watershed Cleanup 20 years of removing trash!! Impact & Results

- 41,596 Plastic Bags 8 tons were actually recycled
- 31,613 cigarette butts 27.35 tons of recyclable materials
- 2,109 Tires
- 291 Tons of Trash

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International Cleanup Partnership with Yamuna River, India





Trash Free Potomac Watershed Initiative

seeks to address the trash problem from a watershedwide approach that will benefit the entire region.

The objectives are:

- to challenge regional leaders to work collaboratively;
- to bring together key stakeholders to research and explore alternative, innovative, cost-effective solutions that will have long term impact;
- to improve general public education and awareness that can shift individual behaviors.

Alice Ferguson Foundation
Experience, Education & Action



Potomac River Watershed Trash Treaty



As elected officials in the Washington Metropolitan Area and as residents of the Potomac River Watershed, we recognize the importance of the Potomac River and its tributaries to the region's quality of life. These waters provide vital environmental, economic and social benefits to the citizens within our constituencies. These benefits, however, are severely impaired by the many forms of trash carried by the Potomac and its tributaries, such as the Anacostia River.

We agree that trash:

- Severely degrades the visual landscape;
- Is a significant source of pollution;
- Severely degrades the quality of life for our citizens and visitors;
- Is a major expense for our communities and businesses; and
- Is largely preventable through greater individual stewardship.

We extend our gratitude to the many thousands of citizen volunteers, communities, businesses, agencies and nonprofit organizations who participate each spring in the Potomac River Watershed Cleanup. This effort and the many others that occur at other times of the year in this region have a major positive effect. They do not, however, address the trash problem at the source.

To dramatically improve the enjoyment of the rivers and streams of the Potomac watershed, we are committed to a Trash Free Potomac by 2013. We pledge to work with regional leaders, businesses, government agencies, nonprofits and communities to focus efforts on:

- Supporting and implementing regional strategies aimed at reducing trash and increasing recycling;
- Increasing education and awareness of the trash issue throughout the Potomac Watershed;
- Reconvening annually to discuss and evaluate measures and actions addressing trash reduction.

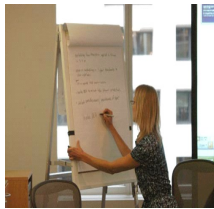
It is with pride that we, the elected officials of the Potomac River Watershed, sign this agreement on this the Twenty-eighth Day of March, in the year Two Thousand and Five.

Commits signers to achieving a Trash Free Potomac by 2013, and to:

- Support and implement strategies
- Increase education and awareness of the trash issue
- Reconvene annually

Over 100 elected officials have signed on.

Alice Ferguson Foundation
Experience, Education & Action

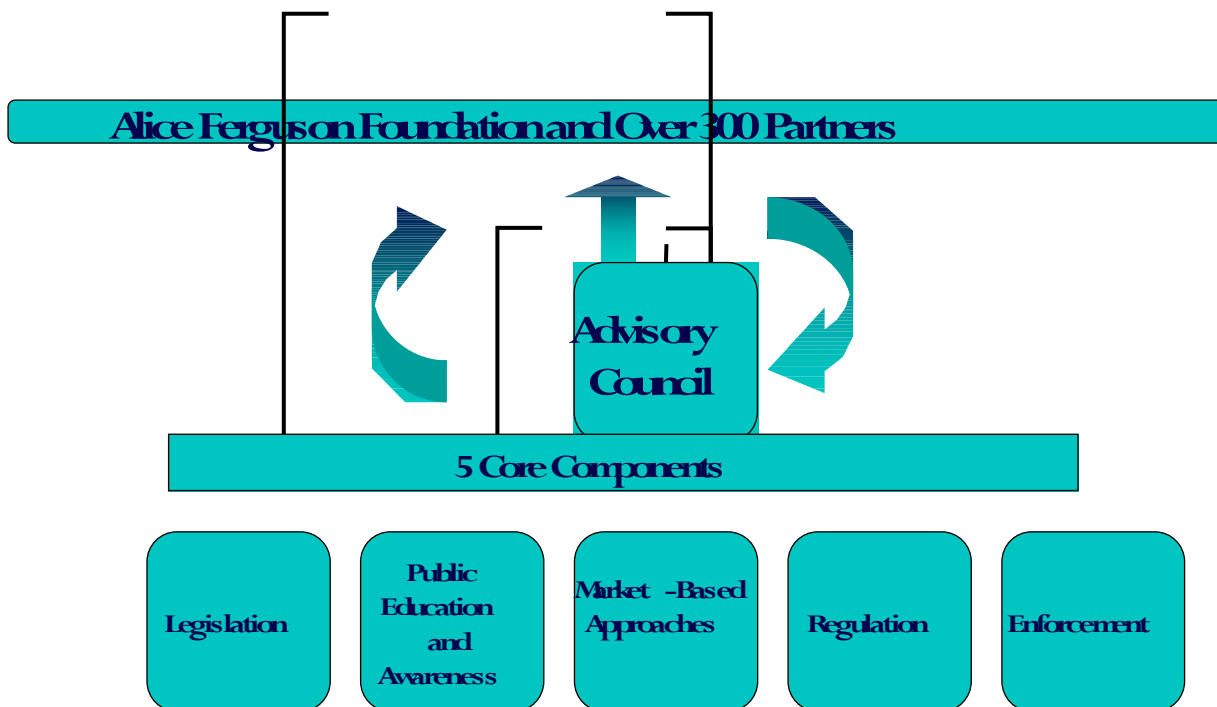


Potomac Watershed Trash Summit

This event provided a venue for key stakeholders to collaborate on strategies to eliminate trash from our waterways, communities, streets and public lands.

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Framework for Trash Free Initiative





Potomac River Outreach and Awareness Campaign for Trash - PROACT

“We need an action-oriented, regional public education and awareness campaign that sends a unified and repetitive Trash Free message to the public.”

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Public Opinion Study Survey for PROACT

- 1,004 house holds were phoned
 - First Survey ever conducted through the Potomac River Watershed
- 2 focus groups were conducted with people who admitting to littering from packaging to appliances.
- Results were very helpful!

Why People Litter?

MODERATOR: Why do you think people do that (litter)?

“Because it’s convenient.”

“Yeah, it’s more convenient.”

“It’s like instead of holding this wrapper until I get to a trashcan, just drop it. It’s so small you just...”

“No one will see it.”

“Or taking a piece of gum and then trying to find a trashcan.”

“Cigarettes. It’s like pluck the ash, whatever.”

“Or when you are finished you pluck it because...”

“It’s over.”

Not in my backyard:

MODERATOR: You don’t like to litter where you live?

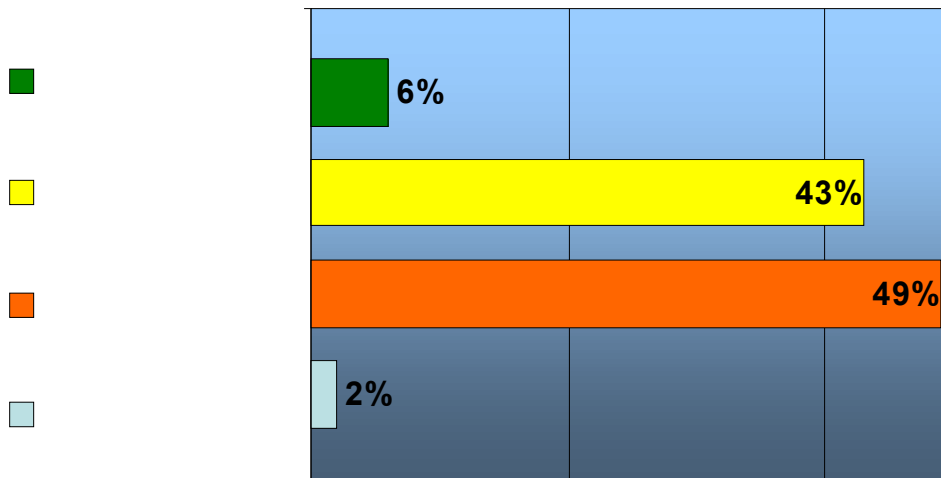
“...At my school, at work, anywhere but in front of my house, because I don’t want people to come to my house and be like, ‘This is a mess.’ So I don’t litter in front of my house. I try to not let the kids litter in front of there either.”

“We probably would (still litter), because you know they have the bags for your car and wouldn’t want a trashcan in my car.”

“I agree.”

“I’d still just toss it out the window because of the smell and coffee.”

Chance a Litterer Will Get Caught



92% believe there is little or no chance of getting caught; 25% don't see it as unlawful.

A Confused Sense of What's Right

"When it comes to things like apples and stuff like that, I would like, 'If I just throw it on the ground the ants are going to eat it or something. Its not going to be wasted. At least an animal is going to eat it"

~

"...those community cleanup days...are fun, so I shouldn't really care about littering because somebody is going to feel good about spending their Saturday cleaning it up.. I wouldn't care about those people picking it up because I think they are doing something they enjoy doing."

~

"I'm in a rush. Im like, 'My tax money has got to go for some purpose.' I pay so many taxes someone can clean it up."



Inaugural Litter Enforcement Week

Litter Enforcement Week requested each jurisdiction to “step up” their enforcement of littering, wind-blown litter, and illegal dumping for just one week. The Alice Ferguson Foundation promoted the effort with a Press Conference and updates to media outlets.

10 Jurisdictions participated

Arrests: 4 Citations: 46 Warnings: 5

Plans for next year’s effort are underway

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Together We Have Made Progress!

- 1) Acknowledgment that trash is an issue!
- 2) Created framework for multi-jurisdictional collaboration!
- 3) Garnered Political Will!
- 4) Developed process for accountability!
- 5) Engaged thousands in Citizen Action!
- 6) Creative Partnering and Leveraging of Resources!
- 7) Bringing Greater Attention!

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How YOU Can Take Action

- Do exactly what you are doing– participating in the conversation of Trash!
- Become a Member of the Alice Ferguson Foundation
- Monitor “Hot Spots” with our Volunteer Visible Trash Survey
- Encourage your Company to Become a Corporate Sponsor
- Participate in the Annual Potomac River Watershed Cleanup

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Membership

Annual Dues: \$25 Individual & \$40 Family

Benefits

- Quarterly Hard Bargain Newsletter
- Summer Membership Pig Roast
- Holiday Open House at the Ferguson Farm House
- VIP Invitations to Special Events including the Oktoberfest & Spring Farm Festival
- Discount Ticket Prices for Arts Events– Theatre and Concerts in the Woods Series



Donor Support Levels

- \$250 Blue Heron: Invitation to Blue Heron Special Event
- \$500 Farm Steward: Benefits of the Blue Heron plus a set of beautiful note cards depicting Hard Bargain indigenous plant life
- \$1,000 Bronze Cow: Benefits of the Blue Heron plus a pair of tickets to a “Concert or Theatre in the Woods” performance.
- \$2500 Silver Eagle: Benefits of the Blue Heron plus a two -hour tour of Hard Bargain Farm including a hay wagon -ride for a group.
- \$5000 Golden Egg: Benefits of the Blue Heron plus the use of the Wareham Lodge



Sponsorship Opportunities for the Cleanup

- \$500 Contributor
- \$1000 Creek
- \$2500 Stream
- \$5000 Tributary
- \$10,000 River
- \$20,000 Bay

Dependent on sponsorship level, benefits include: recognition in marketing and outreach materials, Ferguson Foundation website and annual report. event letterhead, shirts and bags distributed to volunteers, press releases, brochures, radio public announcements, media releases and a link to a sponsor organization/company website.



“We abuse the land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use it with love and respect.” – Aldo Leopold

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3. Group Discussion

After Ginny Harris's presentation there was a group discussion on various issues which involved:

1. Water Quality Improvement project – possible lead by Dr. Satinder Ahuja
2. Hyderabad office of Rivers of the World, India Branch – to be arranged by Mr. Ram Koduri
3. Website and Administrative Task of ROW Foundation in Maryland – look into possible help when we get funding or membership contribution.
4. Annual support by the Founding members – To keep the organization running all of the founding members have been asked to pay \$300 per year to meet the basic administrative support work and expenses of the foundation.
5. The Foundation has to actively persuade grant funding with Dr. William Roper leading the effort.
6. Obtain 5 Hydro Lab devices to measure water quality. Matt Perry said he can setup meeting with Patuxent Research head to brainstorm possible grants for this equipment.
7. Possibility of having Victor Wooten/John Wubbenhorst fund raising concert in spring. Filing for grants and proposals. Look at Rotary for funding Delhi position. Demo projects with National Council for Rural Institutes in India. Trash Cleanup.

Bill Roper:

Thoughts on Fundraising –

- State department
- Worldbank: more interest in Africa
- Private parties
- Other International Programs by Agencies
- UN: Public Health Program – **One Grant application have been recently Filed with UNIFEM**

Dennis Haag suggested the following from the previous meeting:

- Teaming with other organization for education purposes such as a consulting company may have a project with a small task in education that they can sub-contract out to ROW
- Use typically 10% of project budget for admin expenses (show that in proposal)
- ROW can be a Clearinghouse for River management project.

4. Major Action Items to Follow in 2009-2010

Based upon the discussion that continued until 4:30 PM the following items have been identified as major action items:

1. Fundraising, Public Relations and Awareness – **Richard Lahn**
2. Grants/Proposals. – **William Roper**
3. Demonstration Projects – **Subijoy Dutta and Ram Koduri**
4. Trash Cleanup 2010 – **Subijoy Dutta, Richard Lahn, and Ginny Harris (external Advisor)**
5. Training and Workshops – **Richard Lahn and Subijoy Dutta**
6. Awareness Center – **Subijoy Dutta, Richard Lahn, and Raj Rajaram (external Advisor)**
7. Water Quality Improvement Projects – **Dr. Satinder Ahuja**

5. List of Participants

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