

**Manila Water**



**Acquiring Land in a Densely Populated City: The case of the East Zone,  
Metro Manila, Philippines**

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*Securing the Future Today*



# Stakeholder Engagement and Sustaining Community Partnerships

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# Advocacy Strategy



## Goal

Social  
Awareness on  
Wastewater  
Management



## Solid Waste Campaign

Drainage and  
River Clean-up



## Water Trail Program

Tour and  
Education  
Program



## "Toka Toka" Campaign

Everyone has a  
Responsibility  
to the  
environment

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# Key Challenges - Land Acquisition

- Scarcity of Large Available Spaces
- High Cost of Land

- Master Planning for early land acquisition
- Coordination with other agencies for land allocation
- Improvisation – construction of lift/pump stations under the road



# Key Challenges – Stakeholder Support

- Difficulty in gaining support for Waste Water Projects
- “Not in my backyard” Mentality
- Traffic Management during construction
- Pre-selling of Projects
- Public Consultations
- Support from LGU’s and other stakeholders
- Lakbayan – The Water Trail Program





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TOKA

TOKA

PARA SA MALINIS  
NA ILOG





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