Make love not waste

- a study of a waste management project and its public awareness components in the Korca region, Albania.

Authors: Carlsson Engström Christina  
Kässel Emma

Mentor: Tjernström Sune

Media Management  
BA thesis in Media – and Communication science, 15 p

Spring Semester 2008  
Department of Communication and Design  
University of Kalmar
ABSTRACT

Authors: Christina Carlsson Engström and Emma Kässel
Title: Make love not waste – a study of a waste management project and its public awareness components in the Korca region, Albania
Level: BA thesis in Media and Communication studies
Location: Department of Communication and Design, University of Kalmar
Language: English
Number of pages: 50
Spring 2008 / Spring semester 2008 / May 2008

The purpose of this thesis was to investigate a waste management project and its public awareness components, in the Korca region, Albania. We wanted to learn if the communication towards the population about the project had created an effect or not. We conducted interviews in the capital Tirana and in the Korca region situated south east in Albania. The focus on the study was on the population in the Korca region, and on the persons from the project who worked with the information towards the population. The research was a qualitative study consisting of a total of 22 standardized face-to-face interviews and 3 semi-structured interviews. A difference in the environment is now visible according to the inhabitants. We came to the conclusion that the messages conveyed to the target groups have reached an effect, but that an even bigger effect could have been reached if the target groups had been more specified and the messages had been more specific.

Keywords: Public awareness (PA), Waste Management (WM), Effects, Communication, Campaigns, Information
Preface

The environment is a very important issue today. For example, many people ask the question how the global warming will affect us and our planet. For many rich countries this is a question on the agenda, and they know that something needs to be done. But we believe that the developing countries and their population are not aware of that this is a big problem. This is why we thought it was interesting to write about the waste management project in the Korca region in Albania, financed by Sida. Our main subject at the Media Management program at the University of Kalmar is media and communication science, therefore we also saw an excellent opportunity to study a subject that is very much in line with our education; the communication between the ones responsible for the waste management project and the recipients of the information in the Korca region.

The interest for the subject came from our contact person Mr. Peter Troste, Embassy counselor at the Swedish Embassy in Tirana, Albania. We would like to dedicate a big thanks to him, for helping us with practicalities and contacts before and during our three weeks implementing the case study in Albania; without him this essay would not have been possible. We would also like to thank our respondents both from the general public and the ones working with the waste management project.

We will in this essay present our results. Our hopes are that it will inspire many persons to realize the importance of taking care of the environment, and the importance of communication.

The part “Make love not waste” of our title comes from a TV-spot within the waste management project.
Abbreviations

KWA  *Korca Women Association*
Established 1997. This association has a link of women in the Korca region, and these women are also working with the environmental issues; they work a lot with public awareness like door to door and face to face information.

MoEFWA  *Ministry of Environment, Forestry and Water Administration*
Has as a mission to draft and propose strategies, policies and action plans in order to protect the environment, forests, waters and fisheries. This is to achieve a sustainable development and improve the life quality in Albania.

PA  *Public Awareness*

Sida  *The Swedish International Development Agency*
A government agency under the Swedish Ministry of Foreign Affairs, which aims to improve living conditions for poor people in developing countries.

WM  *Waste management*

WMP  *Waste Management Project*
# Table of contents

1. **Introduction** ......................................................................................................................... 1  
   1.1 Historical background ............................................................................................................. 1  
   1.2 Waste Management ............................................................................................................... 3  
      1.2.1 Waste Management in the Korca region ....................................................................... 3  
   1.3 The project ............................................................................................................................... 4  
   1.4 Problem discussion ................................................................................................................... 5  
      1.4.1 A difficult process ......................................................................................................... 5  
   1.5 Purpose .................................................................................................................................... 7  

2. **Method** ................................................................................................................................... 8  
   2.1 Research strategy .................................................................................................................... 8  
   2.2 Approach ............................................................................................................................... 8  
   2.3 Collecting the data .................................................................................................................. 9  
      2.3.1 Interviews with people working with the WMP ............................................................. 9  
      2.3.2 The interviews with the population .............................................................................. 10  
   2.4 A qualitative method .............................................................................................................. 11  
   2.5 Qualitative interviews ........................................................................................................... 12  
   2.6 Questions asked .................................................................................................................... 13  
   2.7 Criticism of our method ........................................................................................................ 14  
      2.7.1 The sample .................................................................................................................... 14  
      2.7.2 Working with an interpreter ......................................................................................... 14  
      2.7.3 Other problems ............................................................................................................. 15  
   2.8 Validity and reliability .......................................................................................................... 15  

3. **Theories** .................................................................................................................................. 17  
   3.1 The importance of cooperation within organizations ............................................................ 17  
   3.2 Commercial campaigns .......................................................................................................... 18  
   3.3 Patterns and organic increase ............................................................................................... 19  
   3.4 To create and transfer a message .......................................................................................... 19  
      3.4.1 The message created .................................................................................................... 19  
      3.4.2 Motivation .................................................................................................................... 20  
      3.4.3 Media and transfer choices ......................................................................................... 21  
      3.4.4 The importance of the source ..................................................................................... 22  
   3.5 Mass-media and effects ......................................................................................................... 23  
   3.6 Different kinds of media effects ............................................................................................ 24  

4. **Empirical results** ..................................................................................................................... 26  
   4.1 The Purpose of Public Awareness ......................................................................................... 26  
   4.2 Target groups ........................................................................................................................ 28  
   4.3 Communication channels to reach the target groups ........................................................... 28  
   4.4 Core messages ...................................................................................................................... 29  
      4.4.1 Make love not waste ..................................................................................................... 29  
   4.5 The communication between authorities and institutions ................................................... 30  
      4.5.1 National, Regional and local level ............................................................................... 30  
      4.5.2 The importance of the regional level .......................................................................... 30  
   4.6 The impact on the population ................................................................................................ 31  
      4.6.1 The awareness of waste management in the Korca region ........................................ 32  
      4.6.3 A collective responsibility ......................................................................................... 33
4.7 The interest gained from different communication channels ........................................34
4.8 Information meetings .............................................................................................................34
4.9 What do the inhabitants in the Korca region do with their waste? ..................................35
4.10 The visible effect on the environment .............................................................................35

5. Analysis .................................................................................................................................37
  5.1 No defined target group – no effect ..............................................................................37
  5.2 To reach the target group ...............................................................................................38
  5.3 To create a credible source .............................................................................................39
    5.3.1 The cooperation between organizations ..................................................................39
  5.4 Who knows and who cares? .........................................................................................41
    5.4.1 To receive a message .............................................................................................41
    5.4.2 Do they understand or not .......................................................................................42

6. Discussion .............................................................................................................................44
  6.1 Cooperation .......................................................................................................................44
  6.2 More specific target groups ............................................................................................45
  6.3 Communication channels ...............................................................................................46
  6.4 Make several messages one message ............................................................................46
  6.5 Conclusion ........................................................................................................................47
  6.6 Suggestions for future research ......................................................................................50

References ..................................................................................................................................51
  Literature ................................................................................................................................51
  Articles ..................................................................................................................................52
  Electronic sources ..................................................................................................................52
  Reports ...................................................................................................................................52
  Interviews ...............................................................................................................................52

Appendices
  Appendix 1 .............................................................................................................................53
  Appendix 2 .............................................................................................................................54
  Appendix 3 .............................................................................................................................55
  Appendix 4 .............................................................................................................................56

Figures
  Figure 1:1 Map of Albania .......................................................................................................1
  Figure 1:2 Facts about Albania ..............................................................................................2
  Figure 1:3 Map of where the Korca region is situated .........................................................4
  Figure 2:1 Villages in the Korca region where interviews were implemented ..................11
  Figure 2:2 Facts about Albania .............................................................................................16
  Figure 3:1 Facts about Albania .............................................................................................25
  Figure 4:1 A story about the mentality ..................................................................................27
  Figure 6:1 Figure of how the message is spread today .......................................................48
  Figure 6:2 Possible new solutions .......................................................................................49
1. Introduction

In this chapter we will first describe the historical background of Albania and then introduce and motivate our choice of subject. Furthermore we will through a problem discussion present and motivate our purpose and research questions.

1.1 Historical background

Albania has around 3 200 000 inhabitants, the country is situated in the south west of Balkan, is bordered by Greece, Macedonia and the province of Kosovo and is less than 100 km from Italy (www.ne.se). The capital’s name is Tirana and to its surface, Albania is smaller than Småland with 28,000 square kilometers. It is now one of Europe’s poorest countries because it was isolated from the rest of the world during the communist time (www.albanian.com). There is still a large number of corruption and organized crime going on, but the economic development has turned towards the right direction (www.sida.se).

Figure 1:1 Map of Albania

![Map of Albania](http://www.private-guides.com)
The dictator Enver Hoxha ruled Albania from after World War II until his death in 1986. During this time over 5000 people were killed and a lot of Albanians fled the country. After 1986 Ramiz Alia took over but Albania remained a communist country until 1991. Until this time the only legal party was the Party of Labor of Albania (www.albanian.com).

After 44 years of xenophobic communist rule, Albania established in 1991 a multiparty democracy. But the transition was not easy because of corrupt governments, high unemployment, a bad infrastructure, widespread gangsterism and many political opponents. In 1997 the new government consisting of the Socialist Party gained majority and their priority was to get the country to be a safe place (www.albanian.com).

The Swedish International Development Agency (Sida) supports Albania’s growth; the agency supports the country in approaching a European Union membership, this by giving support in the work with democracy, a decentralized system of government and the protection of human rights. Another part of Sidas work is to improve the quality of life for the inhabitants, without waste thrown everywhere. This has been, and still is a big problem in the country (www.sida.se).

---

**Figure 1:2 Facts about Albania**

<table>
<thead>
<tr>
<th>Facts 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. In Albania, nodding the head means no, shaking the head means yes</td>
</tr>
<tr>
<td>2. The overall life expectancy is about 77 years</td>
</tr>
<tr>
<td>3. The fertility rate is a little over two children born per woman</td>
</tr>
<tr>
<td>4. Albania is one of the poorest and least-developed countries in Europe</td>
</tr>
<tr>
<td>5. 1000 LEK is around 80 SEK</td>
</tr>
</tbody>
</table>

Source: http://encarta.msn.com

Considering Albania's history we understand that only ten years ago, we could not have been visiting tourists, sitting on a balcony in Tirana feeling safe. But that is exactly what we are doing right now; we can see houses painted in red, blue, green and new nice stores everywhere. We can also hear the inhabitants in the city and it is a nice atmosphere. In a couple of years we are sure of not only hearing the voices and the
music of the inhabitants; we believe we then also can hear music and voices from people all around the world visiting Albania for a vacation.

1.2 Waste Management

“In recent years we have moved from an empty world to a full world, namely a world full of humans and their artifacts. In this new world humans are consuming resources at harvest rate greater than the natural assimilative capacities of the ecosystems which receive waste.”
(Almorza et. al 2002:244)

Waste management (WM) has more and more become an important issue for the entire world, the waste humans are producing are now almost reaching a breaking-point for what the environment can take. This meaning that it is time to look for systems for an effective disposal of waste (Almorza et. al 2002).

Furthermore Almorza et. al (2002) write that since we live in a world that is more and more increasing its awareness, the waste management question has made many politicians and researchers gain interest.

1.2.1 Waste Management in the Korca region

If someone mentioned the phrase WM in Sweden, it would not raise many eyebrows. It is something that most of us take for granted and we are used to having clean streets without waste lying around.

When arriving in Korca, a region with around 64 000 inhabitants consisting of a number of communes and villages situated in south east Albania, the phrase seems to get a whole new meaning. As an example, the city Korca in the region of Korca, has in its outskirts heaps of waste lying around, almost as small mountains. The smell and sight of stray dogs looking for something edible is not a perfect picture.
1.3 The project

In September 2005, a waste management project (WMP) funded by Sida was implemented in the Korca region and will be ongoing until September 2008. The purpose of the project is to get the waste off the streets and create a clean environment in the region. Mrs. Klara Celo, chairman of the Korca Women Association (KWA), and also involved in the WMP tells us:

"I believe that you in Sweden already know about this and are recycling and throwing your waste away as a part of your day, without thinking about it. But here we are in the very beginning." (Mrs. Celo, KWA)

It is important that the people in the Korca region learns how to recycle their waste, and do not just throw it on the streets. But it is just as important that they understand why they are doing it. Today environmental issues are on the agenda, and it is crucial that everyone takes their responsibility.

The objectives of the WMP implemented in the Korca region are to:

"support national-regional development within the waste and recycling field and lay a foundation for a sustainable society by support in the form of expert advice in legal, organizational and administrative matters, public awareness programs and technical solutions". (Solid waste management project report, Mr. Ewald Spitaler, 2006)
The WMP is implemented on a national, regional and local level and has as an objective to support the development with solid waste and recycling. On a national level it is important to support the central authorities and in particular the Ministry of Environment, Forestry and Water Administration (MoEFWA) operating in Albania. The Ministry has the overall responsibility for the strategy, control and legislation of waste policy and also information to the general public in Albania (Solid waste management project report, 2006).

"On a local level a big amount of work has been dedicated to technical aspects like improvement of the system in different areas, local units like Waste collection systems, Waste transport disposal, rehabilitation of several dump sites, introducing of two stations for the hazard waste collection system, and other technical aspects."

(Mr. Eno Dodibia, communication officer)

When it comes to the local level the objectives are to support the implementation of selected pilot projects in different communes and municipalities. The results from this will guide other actors and authorities to work with the planning of WM in an optimal way (Solid waste management project report, 2006).

\section*{1.4 Problem discussion}

A crucial part of the WMP in the Korca region is the Public Awareness (PA) part. When implementing a project like this, it is of top priority to raise the awareness towards the population that it is targeted at. Without informing people about what is going on, it is very difficult to make them take action and understand why it is so important. We believe that without the consent from the population, it is impossible to implement the purpose of the project.

\subsection*{1.4.1 A difficult process}

Palm (1994) writes that when it comes to persuasion it is a communication process that has a purpose, this purpose being to affect the behavior of the respondents of the communication and sometimes also doing this by affecting the respondents' attitudes towards something. Furthermore, Palm writes that when authorities conduct campaigns, the shape might remind of commercial campaigns; because they also aim at develop or
stop a defined behavior. But those aims are not targeted at profit in money; they "just" want to change a behavior as mentioned earlier.

Mr. Dodbiba from the WMP tells us that they developed a strategy for the communication and the awareness of the population. To do this a lot of actors had to be involved in order to convey different messages in different communication channels towards the population.

It is hard work to change a rooted behavior and inform the population in the Korca region how to handle their waste. It is about changing the people’s minds and way of seeing something. This is hopefully what the PA part of the project will establish, because many persons living in the region do not have the right awareness. It is also very crucial to use the right messages, communication channels and target groups to fulfill this purpose and to make the population feel that WM is important. Without a successful implementation of PA, there will not be a WMP.

Questions concerning how people working with the PA have tried to reach the population will be:

- What target groups and communication channels have been used to reach out with the messages?
- What is the core message that has been tried to put across to the target group?
- How have different authorities and institutions communicated with each other in order to present uniform information towards the population?

1.4.2 Effects of communication

It is of big relevance that the population in the Korca region understands the messages put through to them, and understands how important this is for the future. They need to understand the information, and also what the entire purpose of the WMP is. A perfect scenario would probably be if everything was crystal clear when it comes to all these issues, but it is hard work.

Perse (2001) writes of the importance of making messages easy to understand by a lot of different persons. She also means that the target group’s intelligence level plays a big role; more educated persons can understand messages better. Perse also explains that a person with a lower intelligence or less education pays more attention to easy
formulated messages. Since people in the Korca region have different living conditions and education, it makes it more significant that the PA has a way of getting through to different persons, but at the same time having a long lasting effect in mind.

The PA group needs to make the population aware of that it is an ongoing process and that a change of behavior is necessary in creating a better living standard. The population needs to know that the WMP is not only a project; even if it will finish by September 2008, it will still be their responsibility to keep recycling and care about the environment.

**Questions concerning if and how the population in the Korca region has been reached by the messages are:**

- Does the population in the Korca region know about the WMP and what it aims at?
- Has the interest of information meetings, TV-commercials, radio spots, newspaper ads, leaflets and posters been high?
- What do the inhabitants do with their waste?
- Do the inhabitants in the Korca region see any difference in their environment since the WMP started?

**1.5 Purpose**

The purpose with our thesis is to investigate if the PA-components have reached an effect with the WM-information towards the target group in the Korca region.
2. Method

In this chapter we will present how we implemented our case study. We will also present why we used a qualitative method and how we collected our empirical results. We will also describe criticism of our method.

2.1 Research strategy
As a strategy in our qualitative method we have used a case study. Patel and Davidson (2003) write that when implementing a case study you do it on a smaller group which we did by interviewing some people living in the Korca region. Further on they write that a case study is effective to use in order to study processes and changes. They also write that a case to study can be a situation or an organization; we have studied both the organizations who work with the project and the situation of the population who needed to change their waste behavior.

Wallén (1996) also writes about case studies and says that one problem with it is that it is hard to find another case that is similar to the one that is studied. But he also means that this is a positive thing because he believes it is good when researchers do not have the same knowledge in the same situations.

Patel and Davidson (2003) write that it is common to collect different material in order to get as good information as possible. We interviewed both people working with the WMP as well as the receivers of the information implemented by the project group in order to get as good validity as possible.

2.2 Approach
Darmer and Freytag (1995) say that the researcher in a deductive approach first search for some theories to work with, and then search if there are some connections between those theories and the empirical material that he or she has collected. Further on they write that in a deductive approach, the data collection can be there only to develop already existing theories.

Darmer and Freytag mean that in an inductive approach the theories are only there as a frame to already existing hypothesis and you use your empirical results to test these hypotheses. Holme and Solvang (1997) also write that in an inductive approach the
theories are not only the base for the research, they are also a process which will develop in cooperation with collecting the empirical material.

We chose to create our essay in a combination of these two approaches; we collected our empirical results in connection with us searching for useful theories. Patel and Davidson (2003) describe this method as abduction. They mean that it is a combination between the inductive and deductive approaches and say that the researcher tries to see hypotheses which explain the subject you write about, and that those hypotheses gives suggestions to other theories.

2.3 Collecting the data

2.3.1 Interviews with people working with the WMP

We felt that we wanted to hear the opinions of the ones working with the PA components. The persons that we interviewed from the project were:

Mr. Eno Dodriba
Communication officer of Sidas waste management project, he is involved with linking a lot of the projects activities to corresponding actors and stakeholders. These actors and stakeholders are among others also the population in the Korca region. He is also assisting in the PA part and information activities. We felt that he could give us significant answers about how they had been working with making the population aware of WM. We took via e-mail contact with Mr. Dodriba long before our departure to Albania. The interview with him was implemented at the Swedish Embassy in Tirana on the 1st of April, 2008.

Mrs. Klara Celo
Mr. Dodibia recommended us to interview Mrs. Celo who is a chairman of the KWA, an organization established in 1997. This association has a link of women in the Korca region, and these women are also working with the environmental issues; they work a lot with public awareness like door to door and face to face information. We interviewed Mrs. Celo at the project office in Korca city on the 3rd of April, 2008.
Mrs. Eva Dhimitri
We were also recommended by Mr. Dodbiba to interview Mrs. Dhimitri who works in the regional council of Korca. She is a specialist in the department of the community project financed by foreign donors, one of them is the Solid Waste Management project financed by Sida. She works close with the staff of the project and helps with the practicalities around it. The interview with Mrs. Dhimitri was also conducted in the project office in Korca on the 8th of April, 2008.

When conducting the interviews with Mr. Dodbiba, Mrs. Celo and Mrs. Dhimitri we used a tape recorder. It made it easier for us to not miss out on important information. We always started with asking the respondent if he or she were comfortable with being recorded. As soon as possible after the interview, we wrote it down word by word in a document.

2.3.2 The interviews with the population
Since we were in another country and the interviews conducted with the population were not possible to set up from Sweden, we had to wait until we were on site and hope for help. We then had to rely on interpreters and people who had time to help us. We received a lot of help and managed to proceed with 22 interviews with different persons living in Korca city, Mollaj and Pojan (situated in the Korca region.)

After conducting 12 of the interviews we felt that the answers were aiming towards the same direction. But after implementing two more, we found that these interviews separated themselves from the previous opinions. This made us do more interviews; we wanted to find out if those two respondents’ opinions were just a coincidence or a token of that the material was not showing that everyone felt the same. Therefore we went to other villages and made eight more interviews who were all saying the same thing; the respondents knew about the WMP, they were recycling, seeing a difference in their environment and so on. After that we felt that we had received enough information from the population.

The interviews with the population were often conducted outside the people’s houses or on their doorsteps, which meant that we only had time to ask a few questions. We asked the questions in English and the interpreter translated each question to the respondents and further on also the answers to us. At the same time, we made the answer to a written form. We used a tape recorder in the beginning but in contrast to the interviews with
people working with the project, we quickly realized that it was easier to just write the answers down, and that also made the interview persons more comfortable.

Figure 2:1 Villages in the Korca region where interviews were implemented

![Diagram showing villages in the Korca region with interview counts]

Source: own

2.4 A qualitative method

“Qualitative researchers see the environment as an individual, social and cultural construction and how people comprehend and interpret the surrounding reality”

(Backman, 1998: 47, own translation)

Backman (1998) writes that there are some important words that explain a qualitative method. One is meaning; which is a way of explaining how individuals interpret, construct and experience his or her surrounding reality in relation to earlier knowledge and experiences. When asking our questions to the population in the Korca region, we wanted to know what they thought about their surroundings and if there was a difference now, in comparison to earlier experiences. The second word Backman (1998) explains about is the context which means that you study a person in situations in real life, which we did by interviewing people from the population when they were at home and not in experimental situations. By doing this, they could also show us their recycling method and what they did with their waste.
Bryman and Bell (2007) write that a qualitative method has its focus on how individuals understand and read their social reality instead of using the procedure of natural science. They also say that this method shows the social reality as a changeable capacity which belongs to the individuals creative capacity. Because this is what a qualitative method gives, we chose to conduct interviews with different persons in order to get a deeper understanding about the project and how it works.

Holme and Solvang (1997) also explain that a qualitative method gives a deeper understanding about a subject, they accentuate that qualitative methods have an understandable purpose. They also write that the method does not concentrate upon if the information has a general validity or not. Because we wanted to get a deeper understanding about what the people in the Korca region thought about the WMP and also how the people working with it has tried to reach them, a qualitative method was perfect for our essay.

2.5 Qualitative interviews
According to Kvale (1996) there are two different ways of looking at the researcher in a qualitative method, as a miner or as a traveler. He means that the miner searches for the valuable knowledge that is buried metal in those being interviewed, and that the miner either searches for facts to be quantified or nuggets of essential meaning. He explains that in both methods, the knowledge is waiting to be uncovered by the person who is making the interview.

The traveler is according to Kvale an interviewer who happens to get into conversations with the people he or she encounters. The interviewer uses maps and search around unknown territory in order to bump in to people that he can ask questions, and then they can tell their own stories of their lived world in order for it to lead to the goal. This is the way we worked because we did not choose persons to interview on our own, we had an interpreter who walked with us and knocked on doors in order to find people which we could ask our questions to.

With the public in the Korca region we used what Deacon et al (1999) call standardized face-to-face interviews; they explain that it is an interview process that uses formal interview schedules. When asking the questions, we repeated the question exactly in the
same order and in the same way to every person. We did this because we wanted to investigate if there were continuity when it comes to how the people in the Korca region had comprehended the information that was brought to them. After asking our main questions, we had time to also ask questions of a more spontaneous kind that were also an important part of the interviews.

We have also used what Deacon et. al (1999) refer to as semi-structured interviews in a free format. They write that interviews structured like that creates an open-ended dialogue and moves away from concerns of standardization. Even so, they mean that the interviewer has the control of the discussion by using an interview guide that sets out the issues to be covered during the exchange. We used this way of interviewing with the people working with the project; because they worked with different parts, some with the PA and some were working with many parts of the project. With that in our minds, we could not ask the same questions to everyone in order to receive the right information from the respondent, but we had the same thoughts of what we wanted to get out of the interview when asking the questions.

2.6 Questions asked
The questions we asked to all respondents were open-response questions (Appendix 1&2) and Deacon et al (1999) write that there are some strengths of using these kinds of questions. They mean that the answers to these provide richer and more sensitive insights into the views of the respondents. Further on Deacon et al (1999) say that there is no danger of undermining the rapport by imposing inappropriately restricted response frameworks when using open response questions. Further on they say that the answer to these also can be used to develop category schemes which are better than in the beginning of the research.

Before our departure to Albania, we prepared a lot of questions. But when on site we quickly realized that the questions to the public had to be made easier and above all we had to pick out five over all questions that represented our purpose and what we wanted to know. We did this because we did not want to make the interviews too heavy or plight considering that there could be some language problems. Once the interview started we felt that everything went smooth, and then we had all the other questions to fall back on. After using the same questions we always used, we could also ask
spontaneous follow-up questions. This made the interviews very relaxed and we felt that we received significant answers to all our questions.

Deacon et al (1999) explain what Sudman and Bradburn (1983) bring up about questions of behavior. They mean that it can cause problems since behavioral questions can be difficult to recall to, especially if it is accurately aspects of a particular routine in their past behavior. Deacon et al (1999) also say that the respondents may find behavioral questions threatening. We asked some behavioral questions to the people in the Korca region and we did not have the feeling that the respondents felt the questions were difficult to remember or threatening.

We also asked questions about what Deacon et al (1999) refer to as questions about beliefs and attitudes. They also bring up that questions can be of little interest or knowledge for the respondents, therefore the respondents can feel obliged to improvise viewpoints because they are expected to do so, or to not appear ignorant which can be a problem. When asking the questions we felt that the respondents had a lot to say and were very involved in these issues.

2.7 Criticism of our method

2.7.1 The sample
Bryman and Bell (2007) write that a convenience sample is when the persons selected are those who are available at the moment for the researcher. When it came to which persons to interview from the population; we did not get to make those choices ourselves. The villages and communes where we conducted our interviews were chosen based on that someone from the project was going there to work, so then we could go in the car with them. While on site in the different villages and communes we went door to door and spoke to the people who were at home; a random sample. When it comes to the persons we interviewed from the project, we had before our departure from Sweden arranged them. This was through help from our contact person.

2.7.2 Working with an interpreter
We always had to rely on that the interpreter was translating accurately. This was not always easy because it was sometimes difficult to understand the English; sometimes Albanian words were mixed in as well. Therefore it was not easy to know if he was translating word by word
or just bits and pieces of what the respondents were saying. When for example conducting the interview with Mrs. Celo of the KWA, it had to be done with an interpreter from the project. While Mrs. Celo told us something in Albanian, he interpreted and sometimes he put in his own opinions as well. This sometimes made it difficult to know if it was Mrs. Celo's or his words that we heard.

Another problem was that sometimes when implementing interviews we had people involved in the project with us to interpret. That made it difficult to know if the persons in all the villages were answering truthfully, or if they gave us answers they believed we wanted to hear. This was something that we could not do anything about because we were dependent of the interpreters help.

2.7.3 Other problems
Before going into a village, we had to have the permit of the mayor in each village. Therefore we had to set up a meeting or have someone to help us speak with him or her, sometimes this could take time, but it was something that needed to be done.

Sometimes we had issues with peoples different perception of time; we hade one and people from Albania hade one. We learned early that things will always get done, but sometimes it will take longer than we are used to; in advanced set times for meetings and times for driving to villages for interviews could in the end be hours later than the original set time.

There was also an issue with time pressure, because we were relying on an interpreter to help us with the interviews, therefore we had to conform to his schedule.

2.8 Validity and reliability
Bryman and Bell (2007) explains validity as

“Whether or not a measure of a concept really measures that concept”
(Bryman and Bell, 2007:164)

Halvorsen (1992) describes validity with the words that it is important to collect data that is relevant for the problem discussion. Andersen (1998) says that validity is there if we have succeeded in collecting material that is in line with our purpose.
Halvorsen (1992) explains that reliability is a word that explains how valid the measurements are and if independent measurements shows almost the same results; the reliability is high. Further on Andersen (1998) writes that if there is both high reliability and validity, the essay will be of high quality. Reliability, it seems to us, is more relevant in quantitative research, as replicability is not put in the forefront in a qualitative study. We will, therefore, not make any evaluations of the reliability of our study, but claim that the validity is high.

Figure 2:2 Facts about Albania

<table>
<thead>
<tr>
<th>Facts 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only four years ago you could not go to a coffee shop if you were a woman without people saying bad things about you</td>
</tr>
<tr>
<td>Men are still in charge in Albania, but the situation is improving</td>
</tr>
<tr>
<td>Tirana, the capital of Albania, is a lot more developed than other parts of the country, especially when it comes to equality</td>
</tr>
<tr>
<td>Corruption is common; if for example you want high grades, you go to the teacher and pay him or her</td>
</tr>
</tbody>
</table>

Source: own
3. Theories

*In this chapter we will bring up and clarify the theories of our essay, these will in a later chapter be brought together with the empirical results.*

**3.1 The importance of cooperation within organizations**

Neher (1997) means that human beings within different organizations do not behave predictably, he means that when a message is going around within an organization some people will do one thing and some another. Further on Neher (1997) writes that the emphasis has shifted towards understanding human communication within organizations rather than managing it.

According to Kreps (1990) there are both formal and informal communication channels within an organization. With formal communication channels he means the structure of the organization; meaning how organizational levels are arranged, also divisions and departments as well as specific responsibilities and different job positions and descriptions. Kreps (1990) describes the informal communication channels as not being planned and they do not follow the formal structure of the organization.

Kreps (1990) also describes that there are within an organization three forms of formal communication message flows: *Downward communication, upward communication and horizontal communication*. He means that it is difficult for an organization to exist without *downward communication*, because it is the most basic form of system for messages. It has several key functions because it originates from the upper management and downward.

The *upward communication* flows upward from the lower-level employees to higher level personnel. This helps managers to receive feedback about issues within the organization, then they also receive important information about every day operations; the managerial level needs this for making decisions about leading the organization. Kreps (1990) continues with explaining that this also encourages the personnel and create a positive feeling, because they feel like a part of the organization. The upward communication channels can sometimes be underdeveloped which can cause communication problems.
Horizontal communication is the communication between members of the organization that are on the same hierarchical level; Kreps (1990) means that it is the communication between friends. This enables the members of the organization to establish strong interpersonal relationships. Further on the same Kreps explains that horizontal communication is a formal communication channel that helps with problem solving among coworkers, it also gives an opportunity for coworkers to support each other.

3.2 Commercial campaigns

“The more activity that is demanded from people, the less is the probability that they will take part of the commercial” (Dahlén, M, Lange, F, 2003:417, own translation)

“It is strange that one person who knows that a certain behavior is good for her, and who wishes to adopt a certain behavior and who has the intention to do so, still goes on with her old behavior” (Palm, 2006:68, own translation)

Palm (2006) points out that it is more easy to work with health issues than environmental issues because health issues are more individual, while environmental issues are more collective and the attitude is often “it is not me myself who has to do something about it.” Many people think that the damages only are bad for the next generation.

With a campaign McQuail (2005) means specific information going out from an organization, to a public during a special time period. Further on he says that the campaign has a large and dispersed target group and that it usually consists of many messages through several media with the goal to reach effect.

Jöever (1987) writes that even though there are a lot of personal and economic efforts in a campaign, the expected results are often default. Often, the information and message is not received by the target group. There is a lot of explanation for this like deficient planned campaigns, not enough knowledge about target groups, bad defined target groups or lack of assessments.
3.3 Patterns and organic increase
Palm (2006) writes about campaigns and means that traditional mass media campaigns can also be referred to as patterns; it reaches the entire target group at once. A pattern is something that is communicated to the public during a short time period. The medium used is often outdoor publicity, advertising in wide mediums, TV – spots etc. the method is built on marketing communication thinking and is often used for a non-commercial goal. For example, a pattern can be used in social marketing when the target group is wide and a behavior is to be changed for a wide group. Palm (2006) continues and describes that a pattern is not often used more than three weeks, the effect is quickly reached but it will fade and in best case leave the results a bit better than the starting position.

Organic increase is according to Palm (2006) built in the way that opinion leaders will affect people in their surroundings, and these people will in their turn affect other people, and so a chain has started. Projects built up this way, he explains, can last for a very long time. Although if effects will show, it can take years, but they will be more lasting than when using patterns.

3.4 To create and transfer a message
3.4.1 The message created
Palm (2006) writes that the solution to the problem with people not changing a bad behavior, is to try and communicate the wished behavior and make it look like an easy thing to do, this can be done in different ways:

1. By making the objective differences between the two behaviors as small as possible. The presentation of the wanted behavior should be enough for the person to develop that behavior instead of the other one.
2. By making one big behavior seem as many small behaviors.
3. By breaking down one behavior into small different behaviors and begin with the easiest one first.
4. To communicate a behavior as a low involvement one. This can be made by avoiding why – information and only use how-information and concretely describe the action without argumentation.

(Palm, 2006:68)
Neher (1997) points out that there will always be noise that disturbs the messages put through to a target group. He means that the noisiness of a channel is directly related to its capacity, but that the noise always affects the message in a negative way. Further on he writes that it is important to overcome the distortions of noise by increasing the redundancy of the message. Perse (2001) also writes of the importance of redundancy and means that you would need to present a content that is easily understood by a wide range of people, young and old, educated and uneducated. Further on she writes that the ability to engage and involve in a message depends on intelligence or educational level because an educated person can understand messages better, which makes him or her more involved. She also brings up that persons with a lower intelligence or less education pays more attention to easy-to-comprehend questions instead.

3.4.2 Motivation

Palm (2006) explains that in order to get the target group to receive a message, the receivers need to be interested in the subject. He means that the sender often believes that the receiver automatically is interested in the subject. Palm (2006) also writes that in order to catch the receivers’ interest, the new message can be embedded in an old one, it can also be done by making it personal and show consequences if the receivers of the message do not follow the suggestions.

McQuail (2005) also explains that motivation plays a big part, especially the variable of type and degree of expected satisfaction on the audience member that can influence either learning or attitude change. Perse (2001) agrees and enlightens that some message techniques can increase the likelihood of central processing by motivating people into becoming more involved with the message.

Palm (2006) means that there are 3 different important things that an organization has to think about in order to create and reach out with a message:

1. It is important that those who work with the project really is involved in their work, also in their private life in order to create a public opinion. Good knowledge in the question is a benefit in creating a public opinion.
2. The cooperation between the local, regional and national level needs to work well.
3. Cooperation with partners outside the organization is important in order to get the legitimacy, also to increase the attention within the subject.
3.4.3 Media and transfer choices

“The first step in media choices is to have the right mediums for the target group. When it is done you have to see what qualities the different mediums have. It is for example important to see what penetrating power the medium has and its ability to communicate to the target group” (Dahlén. M, Lange.F, 2003:409, own translation)

Dahlén and Lange (2003) explain that the most important thing to do is to decide which medium to use for the chosen target group. This is because the organization has to know that their message actually will reach the target group. Perse (2001) on the other hand writes that the channel of origin in which a message is carried out will affect the ability to process the message and have an effective effect. Rice and Atkin (2000) explain that the best medium in all cases is television because it has massive effects on the viewers. First of all they point out that a great deal of money is spent on advertising, and big spenders are assumed to know what they are doing. Further on they write that people also spend a big percentage of their waking hours in front of television sets.

When it comes to ads, Rice and Atkin (2000) write that beyond the first few repetitions, repetitive presentations of the ads tend to evoke increasing numbers of negative thoughts about the product. They also write that advertising costs increase sharply with the amount of material, and if one goes beyond repetition of identical material to increasing the amount of material, there are the added costs of production. Instead McQuail (2005) points out what Trenaman (1967) thinks about repetition:

“Effectiveness is associated with repetition, consistency and lack of alternatives. It is also more likely where the subject matter is unambiguous and concrete “ (Trenaman, 1967, from McQuail, 2005:471)

Palm (2006) agrees with McQuail and writes that the receiver will get the feeling it is an important message if it constantly shows up and is repeated. He says that one thing the organization can do is to get the message visible in different contexts so the message then can be noted more easily.

Dahlén and Lange (2003) instead divide media into active and passive media. With active media they mean that the target group needs to be active to note the information, and that these mediums provide that the public has to be forced to pay attention to the
content. Therefore they can choose if they want to pay attention to the information sent to them. These mediums are papers, direct marketing, Internet and different events. With passive media Dahlén and Lange (2003) mean media that does not require an active public for the message to be received because the public is passive receivers of the information sent to them. With that, they mean that the people do not choose to receive the information or not. Passive mediums are TV, radio, events and billboards.

Dahlén and Lange (2003) write that billboards, papers, events and direct marketing that are addressed are mediums with big penetrating power. Further on they explain that TV, internet, radio and direct marketing (unaddressed) on the other hand are mediums with low penetrating power and mean that this is because there is a hard competition of the attentiveness in these mediums.

As a contrast to different media transferring and spreading a message, Palm (2006) describes two different networks that an organization can use in order to spread information. One is the homogeneous network which means people who are close to each other both social and geographical. These networks are of less value when it comes to spreading information because they are less disposed to catch up new information. Heterogeneous networks on the other hand he means are people that are different from each other geographical but who has a good capacity to catch up and put across information about new ideas and changes. He then explains that those have little contact with many people and can connect two different networks and by that create a process of spreading information.

3.4.4 The importance of the source
Neher (1997) describes that there are some difficulties with human communication in order to reach out with a message. He on the other hand writes that the first impression and symbolic meaning is the most important thing to think of in order to reach out with a message. Further on he means that people respond to the names of persons, objects, and organizations and therefore naming assumes special significance. McQuail (2005) also refers to this subject and say that messages that come from authorities and credible sources will be more effective, as will those from sources that are attractive or close to the receiver. Further on he writes that if the source has a known position in the society, and if the identified target group is reached, the effect probably will be stronger.
Perse (2001) agrees with this and she says that messages that are attributed to more credible sources will be associated with heightened attention and persuasion.

Rice & Atkin (2000) also say that it is important to think a long time before choosing a source to deliver an influential message. They mean that one need to search for three obvious source characteristics: credibility, attractiveness and power.

Credibility they mean derives from the source perceived expertise and trustworthiness that is, the source appearing to know the facts on the issue and to be reporting them honestly. The perceived trustworthiness they mean derives from the source general reputation for honesty, being in a trustworthy profession, not standing to profit personally from convincing the audience, emitting nonverbal cues perceived as indicating honesty, and so forth. The last one they describe is perceived power which is a positive function of the source control over the listeners’ rewards and punishments, desire for the audiences’ compliance, and ability to monitor the extent of this compliance.

3.5 Mass-media and effects

McQuail (2005) describes what Bauer & Bauer (1960) refers to as all-powerful media. He writes that media are credited with considerable power to shape opinions and belief, to change habits of life and to shape behavior according to the will of the controllers. The same McQuail continues to write about media power and means that there are different ways of using the symbolic power when it comes to mass-communication.

These are:

- By way of information
- By stimulating to action
- By directing attention differentially
- By defining situations and framing reality

Perse (2001) also writes about mass media and its effects on people and shows different stages in media effect researching. The first one she explains as “The magic bullet” or
“The hypodermic needle”. In this era, effect researchers thought that media were so powerful that the audience was powerless to resist their influence. The second phase of media effects research she explains as the era of limited effects. Then, media had only minimal influence on the audience and people controlled media and their content. She continues explaining that this grew out to the thought that social connections drew people together and led to shared interpretations of media messages.

McQuail (2005) writes that the mass media are repeatedly shown as supportive of national or community consensus and that they are important when trying to show solutions of problems within the established “rules” of society and culture. Perse (2001) on the other hand writes that Meta analyses demonstrate that there is some relationship between media exposure and some media effects, but that the relationship does not necessarily mean that media content leads to effects. She also writes what McQuire (1986) says about that the effects of mass-media seems small considering the amount of time, money and energy devoted to producing it, and that the medias impact does not seem to be consistent across cultures. When it comes to everyday life, Perse (2001) enlightens that other aspects of life has stronger influence on people than media and brings up what Rogers (1995) explains:

“When people are deciding whether to adopt an innovation (new idea, product, or way of doing something), mass media’s impact is usually secondary to personal trial and social influence.” (Perse, 2001:13)

Perse (2001) then writes about the question of whether media effects are strong or substantial. She means that it has not been settled yet but that there is consensus that media do have some impact on various dimensions on social life and structure

**3.6 Different kinds of media effects**

McQuail (2005) writes about planned long term effects and describes two typical processes of that kind. One is *development diffusion*, which he says is a use of communication for the purpose of long term development, campaigns and other influences like interpersonal networks and structures of the community or society. He also writes about *news diffusion* which is a spread of awareness of events through a
given population overtime, especially meaning the extent of how deep a message can go into someone’s mind.

The same McQuail also brings up unplanned and long term effects and some of them are social control, socialization and cultural and social change. The first one he refers to as systematic tendencies to promote conformity to an established pattern of behavior. Depending on one’s social theory, this can be considered as a conscious or unintended extension of socialization. After this, he describes socialization as the informal contribution of media to the learning and adoption of norms, values and expectations of behavior in particular social roles and situations. He then writes about cultural and social change as shifts in the overall patterns of values and behaviors in an entire society or a set of societies. He says that the strengthening or weakening of the cultural identity also may be an example of effects.

He continues and describes different levels and kinds of effects, these are media effects, media power and media effectiveness. With media effects he refers to the consequences of what mass media do, whether intended or not. He describes media power as a general potential on the part of the media to have effects of a planned kind. At last he describes media effectiveness as a statement about the efficiency of media in achieving a given aim and always implies intention or some planned communication goal.

Figure 3:1 Facts about Albania

<table>
<thead>
<tr>
<th>Facts 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>During the years of communism, people were forced to get up at 02.00 a.m to stand in a line to 05.00 a.m in order to get milk. It was not enough for everybody so you had to be one of the first in the line. Imagine that this was only 15 years ago</td>
</tr>
<tr>
<td>During the same period a family of four could only get 1 kg of meet per month</td>
</tr>
<tr>
<td>The infrastructure in Albania is bad, between Tirana and Korca it is 150 kilometers and it takes 4 hours to drive</td>
</tr>
</tbody>
</table>

Source: own
4. Empirical results

In this chapter we will present the answers from our respondents, according to the questions that we presented in the problem discussion.

The first part of this chapter will concern the interviews that we conducted with persons working with the WMP:
Mr. Eno Dodibiba, Communication officer
Mrs. Eva Dhimitri, Regional Council of Korca
Mrs. Klara Celo, KWA

The second part; The impact on the population, will concern the interviews that we conducted with the persons living in the Korca region.

4.1 The Purpose of Public Awareness

Mr. Dodibiba explains that PA was identified as a very weak point of the WMP, and that it is one of the crucial elements of the WMP. He says that it is very important to spread information and communication in the Korca region, but also countrywide. He also means that the population in the Korca region does not have the right awareness towards WM which is very important to have. Because of this the PA has tried to be raised, also the awareness towards any kind of activities that the WMP conduct.

"For example any pilot activity that is conducted in local level is associated with intensive campaigns; door to door, face to face with people who are involved, or people in the target groups." (Mr. Dodibiba, Communication officer)

This, he means has contributed to successful accomplishments of activities, but it has also made people more aware and has also helped with the improvement of their attitudes towards WM issues. In the future Mr. Dodibiba means that the goal with the communication towards the population is to extend it, intensify it and make it more sustainable. He emphasizes that it is important to have a stable structure and persons who conduct this work on a daily basis.

Mrs. Celo describes that PA is very important because it is crucial to make people aware about the importance of what to do with their waste; by doing this she means that they can help the environment and new generations. She means that PA is about changing an
old mentality, and that it is hard work that should be ongoing. Mrs. Celo mentions to us that when people have been informed about the importance of the WMP, they would have to be informed again in about two years, because it is an ongoing process that never should stop, because people do forget.

Mr. Dodbiba means that this is where the authorities in the Korca region needs to be involved, he tells us that when the WMP is finished by September 2008 someone till still have to do the work, it is crucial and it will in the end be a task for the authorities.

As a part of the work with PA, Mrs. Celo tells us that the hospitals in Korca has learnt how to throw away infected needles and other hazardous waste, the project also has a duty to establish a hazardous waste center. She means that people in other countries are throwing away their waste in an environmental friendly way without thinking about it, but she emphasizes that in the Korca region, they are in the first step of making people aware of the problems about waste and how to make the streets cleaner.

Mrs. Dhimitri, who works in the regional council of Korca says that a part of the PA is to assist the community with recycling issues, because it is something new here. She thinks that the awareness is a difficult process because everything is in the mind of the people, and sometimes she means it is difficult to communicate to them. Further on she tells us that not everything is good, but that the project is on a very good way.

Figure 4:1 A story about the mentality

---

**The story about the Albanian mentality:**

Several families lived in an eight storey building, the system for waste worked in such way that on each floor there were a lid that lead down to the garbage room in the basement. One day this system stopped working because of a block in the tube, the families on the first, second and third floor started to complain about the smell. They asked everyone in the building if it was possible to come up with a solution together meaning that everyone could help out. The families living at the top of the building refused and said “We can not smell anything so then it is not our problem”, therefore nothing happened. A few weeks later the elevator broke down and the families living at the top floors started to complain; it was hard work to walk all those stairs. They asked the people living on the bottom floors if they could all together find a solution, guess what the families living there said?

---

Source: own
4.2 Target groups
Mr. Dodbiba means that the target group for the WM information is the wide public, meaning the citizens of the Korca region. They are also the key beneficiaries of the projects activities, and it is also the citizens that have been the focus of the information campaigns. He also means that the population in the city then exchange information with each other; he gives us examples like pupils with their parents or businesses with different stakeholders.

"Of course they exchange opinions during the day; during meetings etc, this means that the activities are shared in the city. But the areas where the project is physically focused has been the first receivers of such assistance." (Mr. Dodbiba, Communication officer)

The PA is also targeting the information to hospitals, schools and businesses, because all of them Mr. Dodbiba means, are waste producers and all of them have an attitude towards WM. He means that all of them need assistance in improving their attitudes towards it. To do this a lot of people are involved, for example Roma people, the formal sector, schools, some small businesses, hospitals and local governance units in different communes. When saying stakeholders, Mr. Dodbiba means that he does not differentiate too much from target groups, because the local authorities and stakeholders are also on the other side of the target group.

When it comes to the TV-spots Mr. Dodbiba tells us that the local TV’s have been broadcasting them without any differentiation of the group which it is addressed to. Further on he also means that it is very important to involve the young generation in the WM issues, because the older generation will soon be gone and he tells us it is difficult to use old men and women as a tool to convey a message to, that they hardly will understand. He thinks that the younger generation absorbs the information better and when the older generation then sees how young people engage themselves into the problem, the message gets more important.

4.3 Communication channels to reach the target groups
Mrs. Dhimitri explains that the main components of the PA campaign have been the spreading of leaflets, posters and public hearings. She says that the association of recycling has also spread a package of plastic bags with two colors; black and transparent, the transparent bags are for recyclables and the black bags are for other
waste. Mr. Dodbiba also tells us about that the PA has been informing a huge amount of broadcasting time and other different communication channels.

Mr. Dodbiba explains that one of the communication channels has been information meetings and in the beginning the attendance to public hearings and information meetings was very poor; they were expecting more people to show up. But by time, he thinks that people are getting more and more concerned, which has lead to that the attendance has been higher to these meetings. He tells us that he can see a change, and that people know what is going on now. Mr. Dodbiba thinks the attendance is increasing but slowly, but at least it is going forward.

Further on Mr. Dodbiba says that several other communication channels has been involved and gives us more examples like media coverage, public hearings, direct contact with people, door to door campaigns, messages written in different formats, TV-spots and press releases that tells when certain activities are initiated. Mrs. Celo tells us that in every meeting that they have, they involve television. She also explains that when they try to reach a new village, they go door to door, give the households a plastic bag and show them how to use it. She also tells us that there are information corners in every village where the habitants can read about the project.

4.4 Core messages
Mr. Dodbiba mentions that there have been a lot of messages towards the public and Mrs. Celo tells us that the principle message, has been to inform the public to segregate their recyclables and that it is for the health of the children and for future generations’ sake. She also says that another main topic has been the composting of organic waste. For example one of the posters has a picture of a bottle and a t-shirt, and the line says ”This is a plastic bottle, it has a dream of becoming a t-shirt” (Appendix 3).

4.4.1 Make love not waste
Similarly the project tried to put a cross a message via TV-spots saying ”Make love not waste!” referring to the slogan “Make love not war” from the 60’s. Mr. Dodbiba says that the intention was to say to the people in the Korca region that instead of having a dirty and inappropriate system for WM they could all improve their way of coping with
things in a more friendly way. The spot shows some pupils or workers, who drop a banana and someone comes after, picks it up and puts it in a garbage bin.

Mrs. Celo explains that it is very important to inform the people that this is not only a project work; it is the inhabitant’s job to fulfill their responsibility to the environment.

4.5 The communication between authorities and institutions
Mrs. Celo explains that the WMP is a collaboration between The MoEFWA and the county council of Korca. At the top is the communes and municipalities of Korca, below, there are all the people. She means that the awareness starts from bottom to top, and top to bottom and this depends on where it is important to start. For example the Public awareness main topics start in collaboration with the communes and municipalities and after that they make the households aware.

4.5.1 National, Regional and local level
Mrs. Dhimitris role is to be a coordinator between the teams of the project and all the communes and municipalities in the Korca region. She means that the Korca region is quite big and consisting of 37 local units, 31 of these belong to rural areas and there are also 7 municipalities. For this project she coordinates the job with all the local units. Further on Mrs. Dhimitri means that the project is focusing on three levels; first on a national level which means the MoEFWA, then on a regional level which she says is where she is, last on a local level meaning communes and municipalities. She explains that there are a lot of duties in all these three levels.

Mr. Dodbiba explains that this is how the collaboration between different organizations has been organized. He means that they address issues within these levels and that the national/central one is focusing on the improvement of the legal and institutional frame and that several legislative proposals are produced and handed over to the MoEFWA for approval.

4.5.2 The importance of the regional level
Mrs. Dhimitri explains that the regional level is the institutions where she works. The main duty within this level is to increase the capacity of the staff that works in the region, especially about solid waste and strategic planning.
“It is our duty and the duty of the region to design and draft a regional plan of how to collect the solid waste” (Mrs. Dhimitri, Regional council of Korca)

Mr. Dodbiba tells us that the key partner in the regional level is the regional council of Korca, where Mrs. Dhimitri works. He also means that the gravity of the project is within this regional level because these are crucial partners to cooperate with. The regional council of Korca is also assisting when it comes to entering locally in different counties and communes in different areas of the Korca region.

The project has also assisted with creating an intranet between all the departments in order to make the communication between them easier, Mrs. Dhimitri also tells us that some of it is done already because every person that works there has an e-mail address so that they can communicate between the departments. This also, she means, makes it easier to collect information, data and to analyze and discuss with each other between the departments. Mrs. Dhimitri also explains that the project has designed a web page (www.korcaregion.com), in this page all the donors to the project and other people can get information about the Korca region and all the waste management activities that is going on.

Mrs. Dhimitri also tells us about the local level and means that in this level are the communes and municipalities. One of their duties is to assist the community with recycling issues, because it is a new issue.

### 4.6 The impact on the population

Mrs. Dhimitri thinks that the project is going well, but that there are still some difficulties because not all people are aware of how to separate their waste. Sometimes they collect it all in one place without separating it, which can cause problems. She also says that sometimes it is difficult to enter in different areas and associations. But she also mentions that in some communes, like Mollaj and Pojan, the project is going well. She means that it depends on the awareness of the population and the awareness of the staff who works for a certain association. There are, according to Mrs. Dhimitri, only problems in some villages but also with persons in the cities. She thinks it depends on the people and on the level of the education within the families;
Further on she says that the project and all the staff of the communes and the municipality work hard with these people, in order to make them have the same level of knowledge as others. But she does think that there are differences in knowledge between some families.

**4.6.1 The awareness of waste management in the Korca region**

Mariana who lives in central Korca, where she has a small grocery shop, tells us that what she knows about the WMP, is that it is something good. She feels though, that since she has a shop that produces more waste than a normal household would, she thinks that the pick up of her transparent recycling bag should be more frequent; preferably every day. She also would want the project to be something that is continuous.

When asking the ex. city mayor of Korca, Mr. Berti Kotimilo, about his knowledge of the project, he tells us that in order to have the streets looking as nice as they do now, it is necessary to educate schools about WM and recycling. He also tells us about the transparent plastic bags with a - 40% sign on them (Appendix 4) and that this is a message telling everyone that the volume of waste can be reduced with this much, if recycling is done. Mr. Kotimilo says that in his region, a truck comes to pick up the waste every Friday and then it is all taken to a recycling place 300 m outside of Korca city. He is also proud to tell us that Korca is the first city in Albania to start the project and that this is thanks to the contribution from the Swedish government and Sida.

We asked a man named Ilir Dimko how he feels about the project, he tells us that the WMP is helping, because now no one is throwing plastics around, instead it is collected. He tells us that he is aware of the recycling activities and that if the environment is treated badly, then trees have to be cut down “I like the nature”, he says. Another man; Vask Papa, in Korca city says that he does not really know much about the project, but he does think that it is better to put the waste in a bag rather than in a container, he admits to not knowing much about recycling but that he thinks it is good and that the project needs to be spread more everywhere.
Denisa Mitre who lives in an apartment in central Korca city tells us that she has received information about the transparent plastic bags and that they are supposed to put bottles and cartoons in it. Once a week this is then picked up and on another day their organic waste is picked up. But she does not really think it is good because she does not produce a lot of waste, we could fire things at home instead she says. She also says that since the pick up of waste is only once a week it can start to smell and in summer time, flies are coming as well. She thinks that in her area people are not taking part in the WM because of the smell, now they collect all their waste in the same bag without recycling it.

“I think that the recycling plastic bag is too big, and they should come and pick up the waste more often.” (Denisa Mitre)

In a close by rural area, Pojan, the villagers say that instead of WM, it is called the cleaning of the village. A couple in a household; Agron and Sanie Rovi, think that the WMP is a good thing. Other voices in Pojan tell us that they know that the WMP is about separating and recycling inside the house, separating plastics and keeping the streets clean.

4.6.3 A collective responsibility
In another area of the Korca region, called Mollaj, a woman named Ramadan Cicka, tells us that she knows that five years ago the WM was a mess and then they had a system with containers to throw the waste in, when the project started she says that this system was changed to the different plastic bags instead. Medi Gurishta who lives in Mollaj tells us that he knows that the commune has taken new strategies for the cleaning of the village, now the waste is taken away by a truck.

Dallendyshe Hasankolli who also lives in Mollaj tells us that what she knows about the WMP is that the communes have put their hands in the village and that it since then has started to be cleaner; she says that the commune is counting on them. Xhemicle Kodra says they do not have any complaints in his area.
4.7 The interest gained from different communication channels
Ramadan Cicka tells us that she has received some leaflets with information and Mariana who owns a shop says that she has heard about the organizing of the plastic bags on TV. But Ilir Dimko can not recall any memory of having seen or heard anything about the WMP.

Ana Lara and Stavri Doco say that they have received information through the local Korca-TV. Another woman named Brunilda Nako says that she has heard about the WMP but can not remember anything specific.

Denisa Mitre tells us that she has received leaflets that have been put under her door, but she thinks it is difficult for people to remember which days there is a collection and when to do what, because they have never done anything like this before. Another man named Medi Gurishta tells us that he usually follows the TV in order to increase his education within the subject, but he emphasizes that he is 60 years old and can no longer read the newspaper as careful as he used to.

Dallendyshe Hasankolli tells us that she has not seen or heard anything because she is at work and does not have the time. Vera Elezi says that she is in general not really interested but that she has heard about the WMP through TV and other villagers. Another man tells us that he has only heard few news but that he is really only interested in that his own area is kept clean.

4.8 Information meetings
When asking people in the Korca region, mainly from Korca city, Pojan and Mollaj if they have attended any information meetings; Brunilda Nako told us that she was at one startup meeting that was about the cleaning of the village; she says that the message of the meeting was that there should not be waste in every corner.

Zhuljeta Moni says that she has been to public hearings two-three times. She tells us about a WM meeting in the commune with Mrs. Celo from the KWA; Mrs. Celo collected them to important meetings so that they could get help with the difficulties they were facing when it comes to WM. Vjolca Firaj also tells us about Mrs. Celo and says that she was speaking to the women about this, because it is the women who are
responsible for the cleaning. Ana Lara though, tells us that she has not been to one single meeting because nobody has invited her family, but she says that if someone does, they will go.

Also a woman named Elda says that she has not attended meetings but that there have been students coming to her door to talk. Ramadan Cicka on the other hand has been participating in every meeting, also Xhemicle Kodra has done this. Eight other persons stated that they had not been to any information meetings.

### 4.9 What do the inhabitants in the Korca region do with their waste?
Ilir Dimko says that he puts his organic waste, except recycling, in a plastic bag and then the commune comes to pick it up. Before the project started, he tells us, he did not do any of this. Vask Papa says that the commune comes to collect his recycling bags every Friday, he was not recycling before the project started either.

Dallendyshe Hasankolli who lives in a rural area also puts her recyclables in a plastic bag and then it is picked up three times a week. But she puts her organic waste on a horse cart and then it is driven to a defined place and is not picked up by the commune.

> “I put my waste in the two different bags and put them outside and then it is picked up once a week, I like that system.” (Brunilda Nako)

Vjollca Firaj from the village Dvoran in Mollaj and her neighbour Ramadan Cicka tells us about that they separate and recycle their waste;

> “I am separating it and then the truck comes to take the waste, and the commune is distributing the plastic bags for the waste.” (Vjollca Firaj)

### 4.10 The visible effect on the environment
Xhemicle Kodra from Dvoran tells us that his village has improved 1000 times compared to how it was before. Then dirty water was running through the streets, and now the commune has taken care of it. He thinks that Dvoran is a good example because the improvement has been big there;
“Before people were throwing their waste everywhere and now it is not even allowed to put your black bag outside if it is not the day when the truck is coming.”

(Xhemicle Kodra)

Rajmonda Mitre though, who lives in central Korca thinks that the situation is better, but that there has not been a lot of change. She means that it takes a lot of work to change the mentality of the people and that it has not really changed in the past three years since the project started. Also her sister-in law feels that the situation is better but not significant, she tells us that in some streets she can not see a difference compared to how things were before.

Another man living in central Korca thinks that the streets look much nicer now and that there are no longer cartons and garbage on the streets. But he also tells us that the hills are still full of garbage and waste because they are not involved in the project. Vera Elezi from Floq, a rural area in Mollaj says that the streets looked horrible before and that it is so much better now.

“There are many changes compared to how it was before, then there were waste everywhere, it was even blocking the streets. So now there is no excuse to avoid the WM-system, someone should really tell the persons that do not care about this.”

(Zhuljeta Moni)

Another woman points out to us that even if everyone likes their streets clean the way they are now, this has to be a continuous work, and also a proper dumpsite needs to be constructed. In the neighbor village, a woman also tells us that if she sees a piece of paper lying around on the streets now, she will pick it up immediately and put it in a waste bin.

“Now this zone is like heaven compared to what it looked like before. It looks really clean now. Of all the cities in Albania, Korca is famous for being the most clean. I think that garbage is bad and is a risk for the health.” (Stavri Doco)
5. Analysis

In this chapter we will analyze the empirical results towards the theoretical chapter, with the purpose of our essay in mind.

5.1 No defined target group – no effect
With a campaign McQuail (2005) means specific information going out from an organization to a public during a special time period. He also says that the campaign has a large and dispersed target group. Mr. Dodbiba refers to this subject and tells us that the target group for the waste management information is the wide public, meaning the citizens of the Korca region.

Palm (2006) also writes about campaigns and means that traditional mass media campaigns can also be called patterns, they reach the entire target group at once. A pattern is something that is communicated to the public during a short time period. The medium used is often outdoor publicity, advertising in wide mediums, TV – spots etc. and is often used for a non – commercial goal. He also says the campaign is not often used for more than three weeks. Mr. Dodbiba says that for the PA, several communication channels has been involved to a large group and he gives us examples like media coverage, public hearings, direct contact with people, door to door campaigns, messages written in different formats, TV-spots and press releases that tells when certain activities are initiated.

Dahlén and Lange (2003) explain that the most important thing to do in order to reach out to the public is to decide which medium to use for the chosen target group. This is because the organization has to know that their message actually will reach the target group. According to this subject, Mr. Dodbiba tells us that the local TV’s in the Korca region have been broadcasting information and commercials without any differentiation of the group which it is addressed to. Jöever (1987) writes that the information and message in a campaign often is not received by the target group. There is a lot of explanation for this like deficient planned campaigns, not enough knowledge about target groups, bad defined target groups or lack of assessments. The PA is targeting the information to many different target groups like hospitals, schools and businesses, because all of them Mr. Dodbiba means, are waste producers and all of them have an
attitude towards WM. He means that all of them need assistance in improving their attitudes towards it. Further on he also means that it is very important to involve the young generation in the WM issues because the older generation hardly will understand the message.

5.2 To reach the target group
McQuail (2005) writes that the mass media are repeatedly shown as supportive of national or community consensus and that they are important when trying to show solutions of problems within the established “rules” of society and culture. When it comes to everyday life, Perse (2001) enlightens that other aspects of life has stronger influence on people than media and brings up what Rogers (1995) explains:

“When people are deciding whether to adopt an innovation (new idea, product, or way of doing something), mass media’s impact is usually secondary to personal trial and social influence” (Perse, 2001:13)

Mr Dodbiba means instead that the population in the Korca region exchange information with each other; he gives us examples like pupils with their parents or businesses with different stakeholders.

“Of course they exchange opinions during the day; during meetings etc, this means that the activities are shared in the city. But the area where the project is physically focused has been the first receivers of such assistance.” (Mr. Dodbiba)

Palm (2006) also describes something else than media transfer which can help in order to spread a message. He describes heterogeneous networks which he means are people that are different from each other geographical but who has a good capacity to catch up and put across information about new ideas and changes. He then explains that those have little contact with many people and can connect two different networks and by that create a process of spreading information.

Mrs. Celo explains to us that when people have been informed about the importance of the WMP, they would have to be informed again in about two years, because it is an ongoing process that never should stop; because people do forget. This brings us to what Palm (2006) refers to as organic increase; it is built in the way that opinion leaders
will affect people in their surroundings, and these people will in their turn affect other people, and so a chain has started. Palm also says that although if effects will show, it can take years, but they will be longer lasting than when using patterns as mentioned earlier.

**5.3 To create a credible source**

**5.3.1 The cooperation between organizations**

Kreps (1990) writes that when it comes to organizations there are three forms of formal communication message flows: *Downward communication, upward communication and horizontal communication.*

Mrs. Celo explains that the WMP is a collaboration between organizations like MoEFWA and the county council of Korca. And there is also communication from the top where the communes and municipalities of Korca is and below where all the people are. She means that the awareness starts from *bottom to top, and top to bottom* and this depends on where it is important to start. Kreps (1990) means that it is difficult for an organization to exist without the *downward communication* that Mrs. Celo describes is a part of the WMP. Same Kreps explains that it is the most basic form of system for messages. It has several key functions because it originates from the upper management and downward. Mrs. Celo gives an example that the public awareness main topics start in collaboration with the communes and municipalities and *after* that, they make the households aware.

Further on Kreps (1990) describes that *horizontal communication* is the communication between members of the organization that are at the same hierarchical level. This enables the organizations members to establish strong interpersonal relationships. Further on the same Kreps explains that horizontal communication is a formal communication channel that helps with problem solving among coworkers, it also gives an opportunity for coworkers to support each other. Mrs. Dhimitri speaks about this subject and tells us that the WMP has also assisted with creating an intranet between all the departments working with the project on a regional level, this in order to make the communication *between* them easier. She also tells us that some of it is done already because every person that works there has an e-mail address so that they can
communicate between the departments. This also, she means, makes it easier to collect information, data and to analyze and discuss with each other between the departments.

Mrs. Dhimitri also explains that the project has designed a web page (www.korcaregion.com), in this page all the donors to the project and other people can receive information about the Korca region and all the waste management activities that are going on.

**5.3.2 A credible front will convey a credible message**
Credibility from a source according to Rice & Atkin (2000) derives from if the source is appearing to know the facts on the issue and is reporting them honestly. The perceived trustworthiness they mean derives from the source general reputation for honesty, being in a trustworthy profession and not standing to profit personally from convincing the audience. Mrs. Dhimitri from the regional council of Korca, means that the success of the WMP depends on the awareness of the staff who works for the different organizations and of course also the awareness of the population. Further on she says that the project and all the staff of the communes and the municipality work hard with this.

Palm (2006) explains that good knowledge in a question is a benefit in creating a public opinion. He also writes that it is important that those who work with a project really are involved in their work, also in their private life. Zhuljeta Moni living in Pojan explains that Mrs. Celo from the KWA collected them herself to important meetings so that they could get help with the difficulties they were facing when it comes to WM. Vjollca Firaj also tells us about Mrs. Celo and says that she was speaking to the women about WM, because it is the women who are responsible for the cleaning.

McQuail (2005) writes that if the source has a known position in the society, and if the identified target group is reached, the effect probably will be stronger. Perse (2001) agrees with this and says that messages that are attributed to more credible sources will be associated with heightened attention and persuasion. Mr. Dodbiba means when it comes to responsibility, that the WMP and their work still need to be done after the project is finished by September 2008. This is when the authorities in the Korca region have to be more involved, it is very crucial he tells us.
5.4 Who knows and who cares?

“It is strange that one person who knows that a certain behavior is good for her, and who wishes to adopt a certain behavior and who has the intention to do so, still goes on with her old behavior” (Palm, 2006: 68)

Palm (2006) points out that it is more easy to work with health issues than environmental issues because health issues are more individual, while environmental issues are more collective and the attitude is often “it is not me myself who has to do something about it”. He means that many people think that the damages only are bad for the next generation.

5.4.1 To receive a message

Mrs. Celo tells us that the principle message has been to inform the public to segregate their recyclables and that it is for the health of the children and for future generations’ sake. She also says that another main topic has been the composting of organic waste. Mr. Berti Kotimilo tells us about the transparent plastic bags with a - 40% sign on them and that this is a message telling everyone that the volume of waste can be reduced with this much, if recycling is done. Similarly the project tried to put a cross a message via TV-spots saying ”make love not waste!” Mr. Dodbiba says that the intention was to say to the people in the Korca region that instead of having a dirty and inappropriate system for WM they could all improve their way of coping with things in a more friendly way.

Palm (2006) writes that in order to get the target group to receive a message, the receivers need to be interested in the subject. He means that the sender often believes that the receiver automatically is interested in the subject. McQuail (2005) also explains that motivation plays a big part, especially the variable of type and degree of expected satisfaction on the audience member that can influence either learning or attitude change. Perse (2001) agrees and enlightens that some message techniques can increase the likelihood of central processing by motivating people into becoming more involved with the message.

A woman named Vera Elezi in the Korca region says that she is in general not really interested about WM but that she has heard about the project through TV and other villagers. Another man then tells us that he has only heard few news but that he is really
only interested in that his own area is kept clean. Dallendyshe Hasankolli has not seen or heard anything because she is usually working and does not have the time.

Palm (2006) writes that the solution to the problem with people not changing a bad behavior, is to try and communicate the wished behavior and make it look like an easy thing to do, this can be done in different ways:

- By making the objective differences between the two behaviors as small as possible. The presentation of the wanted behavior should be enough for the person to develop that behavior instead of the other one.
- By communicating one big behavior as many small behaviors.
- By breaking down one behavior into small different behaviors and begin with the easiest one first.

5.4.2 Do they understand or not

Mrs. Eva Dhimitri tells us that they work hard in order to make all persons have the same level of knowledge. But she does think that there are differences in knowledge between some families.

“I understood that some people do not understand the information.” (Mrs. Eva Dhimitri, Regional council of Korca)

Perse (2001) also writes of the importance of redundancy and means that you would need to present a content that is easily understood by a wide range of people, young and old, educated and uneducated. Further on she writes that the ability to engage and involve in a message depends on intelligence or educational level because an educated person can understand messages better, which makes him or her more involved. She also brings up that persons with lower intelligence or less education pays more attention to easy-to-comprehend questions instead.

A woman named Brunilda Nako says that she has heard about the WMP but can not remember anything specific. Denisa Mitre tells us that she has received leaflets that have been put under her door, but she thinks it is difficult for people to remember which days there is a collection and when to do what, because they have never done anything like this before. Vask Papa, in Korca city says that he does not really know much about the project, but he does think that it is better to put the waste in a bag rather than in a
container, he admits to not knowing much about recycling but that he thinks it is good and that the project needs to be spread more everywhere. Neher (1997) points out that there will always be noise that disturbs the messages put through to a target group. He means that the noisiness of a channel is directly related to its capacity, but that the noise always affects the message in a negative way. Further on he writes that it is important to overcome the distortions of noise by increasing the redundancy of the message.

Ramadan Cicka from Dvoran on the other hand has been participating in every information meeting and Mariana who lives in central Korca, tells us that she thinks WMP is something good. Other voices in Pojan tell us that they know that the project is about separating and recycling inside the house, separating plastics and keeping the streets clean.

Mr. Dodibiba explains what has lead to successful accomplishments of activities:

"For example any pilot activity that is conducted in a local level is associated with intensive campaigns; door to door, face to face with people who are involved, or people in the target groups. “ (Mr. Eno Dodibiba, Communication officer)

He still means that the population in the Korca region does not have the right awareness towards WM which is very important to have, but that the intensive campaigns has made people more aware and it has also helped with the improvement of their attitudes towards WM issues.
6. Discussion

In this chapter we will discuss the patterns that we have seen through our analysis from the theoretical and empirical chapters. This will fall into an answer of our purpose.

The PA part of the WMP has raised awareness among the population, but it is difficult to make people change their behavior. It does not seem, according to our interviews that the participation in information meetings has been high. Also people in the Korca region do not seem to have noticed a lot of the information from the different communication channels. But they still have been told from the commune and the project to handle their waste in a certain way and this has given an effect. This shows that the information is still very important, but the way we see it, a three year long pattern has been used when it comes to the messages and communication channels, this should have been an organic increase instead.

We feel, after our interviews, that the messages conveyed to the target groups have reached an effect; everyone that we spoke to about WM had heard of it, a big majority of them were recycling their waste and could see a big difference in their surrounding environment compared to before the WMP started. Since we were not able to interview everyone in the region that the information had been targeted to, we can only speak from the interviews that we did implement.

It still feels like the beginning phase because just outside a village we could see heaps of waste lying around. In Sweden this would not be OK, but in Albania it is still a big improvement compared to when their waste was also lying everywhere inside the village. This is a sign that things are moving towards the right direction since the WMP in the Korca region started; a positive effect has been created that people want to continue having.

6.1 Cooperation

It is very important to cooperate within organizations in order to present a credible front and a credible message. There are several organizations working together in order to present the information towards the population in the Korca region; these organizations
need to cooperate with each other because there are a lot of different parts that needs to be connected to convey the messages.

Even if the targets groups, communication channels and messages have been wide spread it seems like the messages have gotten through to the population in the Korca region. We believe that a reason for this could be that the cooperation between the different organizations has succeeded with presenting a credible front and source.

To explain this further we can have Mrs. Celo from the KWA as an example. She is one person from one of the organizations working with the WMP and she mainly works with the PA. Therefore she becomes a small part of the cooperating organizations that brings out the purpose of the project. It is very important that they all have a functional communication between them so Mrs. Celo can convey the messages decided from the top when meeting the target groups face to face.

We can see through Mrs. Celo and the others working with the face to face and door to door method, that they are good at convincing the public to begin recycling. This is a method that will give a long lasting effect which is positive.

### 6.2 More specific target groups

Even if we can see through our interviews that an awareness about WM among the population has been raised, we feel that some things about PA can be done differently and increase the chances for a long lasting effect.

The WMP and the PA campaign is spread over three years which we believe is a long time for a campaign that is usually on going for a short time period. A campaign also often uses patterns when communicating to the public, and we think that the project group should work with other ways of informing. We believe for an example that it is important to work with a smaller and more specific target group compared to what the PA does now. Today they use a very wide spread target group, meaning that the project tries to reach out to *everyone* in the region. We believe that they are too many to reach out to. It is also impossible to create a specific message that can reach that many different persons at once, and to know which communication channel to use in order to do this.
We think they should minimize the target group and use one specific group instead, perhaps women between 30-50 years old, because as a woman from the Korca region told us; they are the ones responsible for the cleaning.

6.3 Communication channels
We believe it is important to make the target group more specific, this can then make it easier to choose which communication channels best suitable for then example the women to use. This is because the information from these channels then easier will raise the interest about WM. We believe that this will make people more receptive, and make them already have some understanding of the subject when someone working with the project comes and knocks on their door, or when they are invited to information meetings.

Now the project group has used a lot of different communication channels at the same time to the entire population; they have the intention to reach out to everyone at once. Of course it is positive to use several mediums but one of them should be more important and carry out more significant messages. Almost everyone that we spoke with from the population in the Korca region had not paid much attention to, or could recall if they had seen or heard anything about the WMP on TV, radio, newspaper ads or posters, but they still had knowledge about WM.

6.4 Make several messages one message
The group working with the WMP and the PA are very straight forward in what the purpose with the information is and what effects they want to create in the Korca region; which is to make the region clean. Today they use a lot of messages to fulfill their purpose. They use messages like you need to throw the hazardous waste in safe places, you need to recycle your waste, collect batteries, keep the streets clean, or to help the environment for the future generation’s sake.

Instead of informing about everything that is important, we believe that they need to use one specific message instead that has big penetrating power. If they for example choose women between 30-50 years old as their specific target group, we believe they could choose “help the environment for the next generations sake” as their core message. With
that in their minds, they would be able to create a song or a text with big penetrating power that the target group will have in their minds when recycling their waste.

We believe this will be more effective instead of informing about every little detail on posters and other communication channels. It is easier to have little information, but make it into strong information, instead of a lot of it with less penetrating power. We think that will make the public even more aware of the situation. After having the text or song in their minds, it will be easier for the project group to go door to door and inform them about how to recycle their waste and we also think that it will be easier to get the public to attend information meetings as well.

We also believe that if the message is more directed and is created as something that has big penetrating power, more people will notice it and an organic increase will appear. It is also important to transfer the message to heterogeneous groups. By using a specific target group this will appear because the population is spread out in different communes and villages in the Korca region. This will result in the information being spread by word of mouth, maybe among the women in the age of 30-50 years old, that in their turn will spread the information to their families.

It is also important to take into consideration that the education and interest level among the inhabitants in the Korca region are on very different levels; therefore it is crucial with redundancy in the messages in order to make it easier for everyone to understand. This is why we believe it is very important to use one specific core message instead of many informative messages to get everyone aware of the problem and what they have to do.

6.5 Conclusion
Our conclusion is that the ones responsible for the PA have succeeded with the information towards the population in the Korca region. But the way we see it, things can be done in a different way by using a smaller target group, chose one communication channel adjusted for that specific group, and also create a message that is specified for the chosen target group.
Right now there are several messages spread out through many different communication channels. It is also directed to the entire public which will and has created an effect, but is it spreading?

6:1 Figure of how the message is spread today

Source: own
In the model below, the source has one more specific message, channel and target group. We believe that this will result in that the chosen target group will spread and communicate the message, which creates an organic increase, and the effects being spread. This will also make the population take action when being informed face to face, because they then have already understood the importance. This will create a long lasting effect.

6:2 Possible new solutions

Source: own
6.6 Suggestions for future research
We think that it would be interesting in looking at other aspects of the PA part of the project. During our research we had to limit ourselves but one aspect we found interesting was the cultural one. The Swedish organization, Sida, is financing many projects in foreign countries and it sometimes can be difficult meeting different cultures. As an example there are Swedes from Sida working close to Albanians with the WMP. This can create cultural clashes and it would be interesting to see what had been done before implementing the project to prevent this. If studying this, one could use many different cultural theories and connect these with communication theories.

We also believe it would be interesting to go back in about three years to see if the project has succeeded and if there has been a long term effect.
References

**Literature**


McQuail, D (2005): *McQuail’s mass communication theory*, SAGE Publications Ltd, Great Britain, Wiltshire


51
Articles

Electronic sources
http://www.albanian.com/information/countries/albania/index.html 6/5 09.40
http://www.albanian.com/information/countries/albania/government/structure.html 6/5 09.33
http://encarta.msn.com/fact_631504709/albania_facts_and_figures.html 7/5 14.50
http://www.ne.se/jsp/search/search.jsp?h_search_mode=simple&h_advanced_search=false&t_word=albanien 6/5 09.55
www.youknowme.net 14/5 11.52

Reports

Interviews
Ahmeti, I, 080407
Celio, K, 080403
Cicka, R, 080407
Dhimitri, E 080408
Doco, S, 080404
Dodhiba, E , 080401
Dimko, I 080408
Elda, 080404
Elezi, V, 080407
Firaj, V, 080407
Gurishta, M, 080407
Hasankolli, D, 080407
Kodra, X, 080407
Kotimilo, B 080408
Lara, A, 080404
Mariana, 080408
Memecko, F, 080403
Moni, Z, 080403
Mitre, D, 080405
Mitre, R, 080405
Nako, B, 080403
Papa, V, 080405
Rovi, A, 080403
Rovi, S, 080403
Shpresa. 08040
Appendix 1 - Interview questions to the ones working with the project:

- What is your assignment within the project of Waste Management?
- What is the background to this project?
- What will the organizations working with this project get out of it?
- Tell us about the Public Awareness part!
- How many people are in involved in working with the Public Awareness?
- What is the purpose with the Public Awareness part of the project?
- What age group or genders have you targeted the waste management information to?
- Why did you pick the target group that you did?
- What core message is it that you have tried to put across to the target group?
- Was any background research done?
- What communication channels have been used to reach the target group?
- Has the choice of communication channels been affected by what kind of people you are trying to reach?
- Do you consider the information/communication to have been one-way or has the public had the opportunity to reply? (two-way communication)
- Did you from the beginning have any fixed targets?
- Do you think that they have been achieved?
- Has there been an improvement when it comes to the waste management and the environment in Korca?
- Is there any proof of an improvement of the waste management?
- What communication channel has given the best results?
- Do you have any statistics from surveys of how the project has been noted? (uppmärksammat!?)
- Has there been a time limit for the project?
- Any motive for profit?
- At what the stage of the Public Awareness campaign are you right now?
Appendix 2 – Interview questions to the general public in the Korca region:

- Tell us what you know about the waste management project!
- Have you attended any information meetings about waste management?
- Have you noticed any of the TV-ads, radio spots, newspaper ads etc?
- What do you do with your waste?
- Since the waste management project started, have you seen any improvements?

Questions to fall back on:

- Do you think that you have a problem with the waste management in Korca?
- Do you think it is important that waste is being taken care of in an environmental friendly way?
- Tell us how you feel about waste lying around on the streets and in the surroundings!
- Do you think that the waste management project is a good way of dealing with these problems?
- Is there anything that you believe can be improved when it comes to the information about waste management that you have seen so far?
- What is the biggest reason, according to you that the waste management needs to be improved?
Appendix 3 — Poster
Appendix 4 – Transparent plastic bag with – 40%