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# Environmental Education for Sustainable Development from Jakarta to the Heart of Borneo, Indonesia

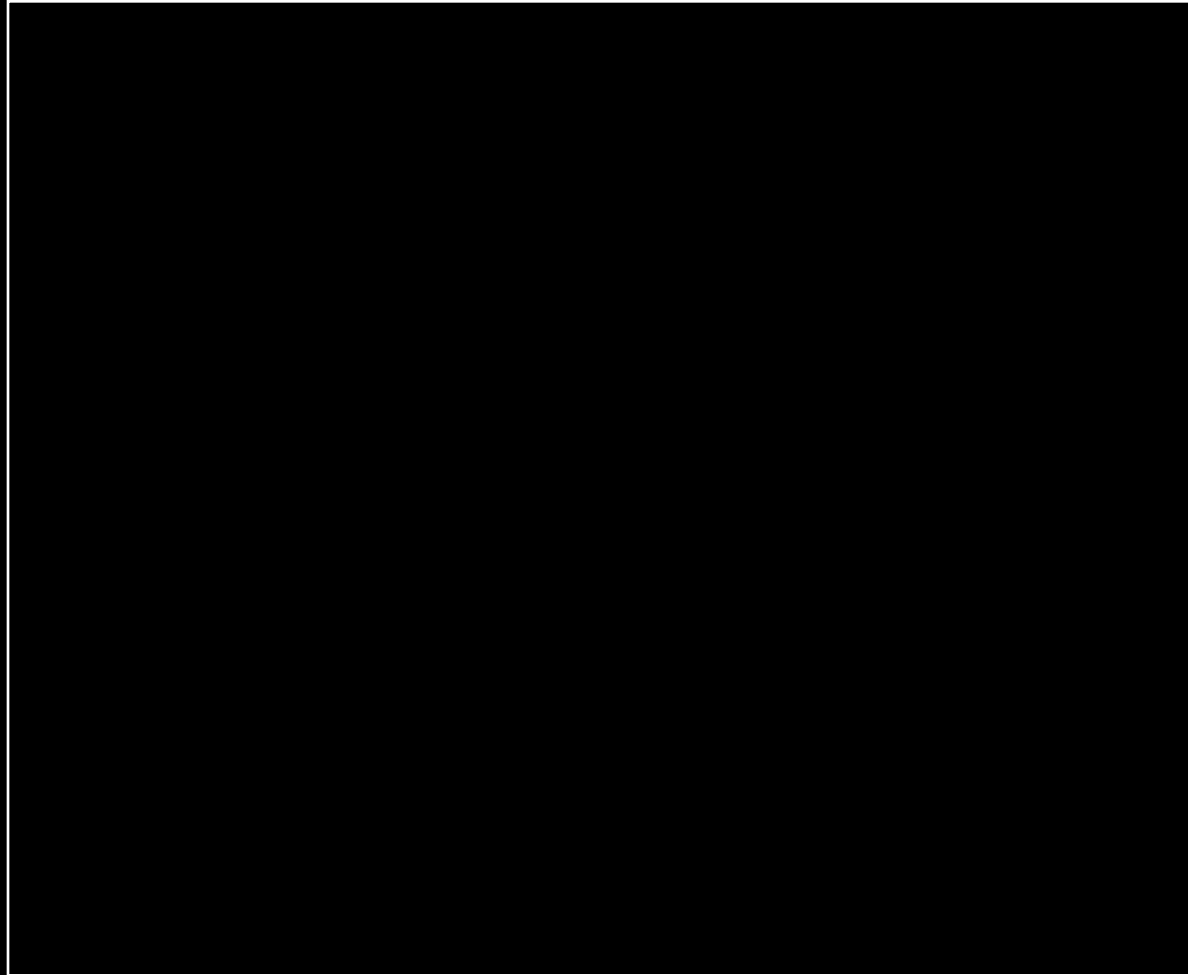
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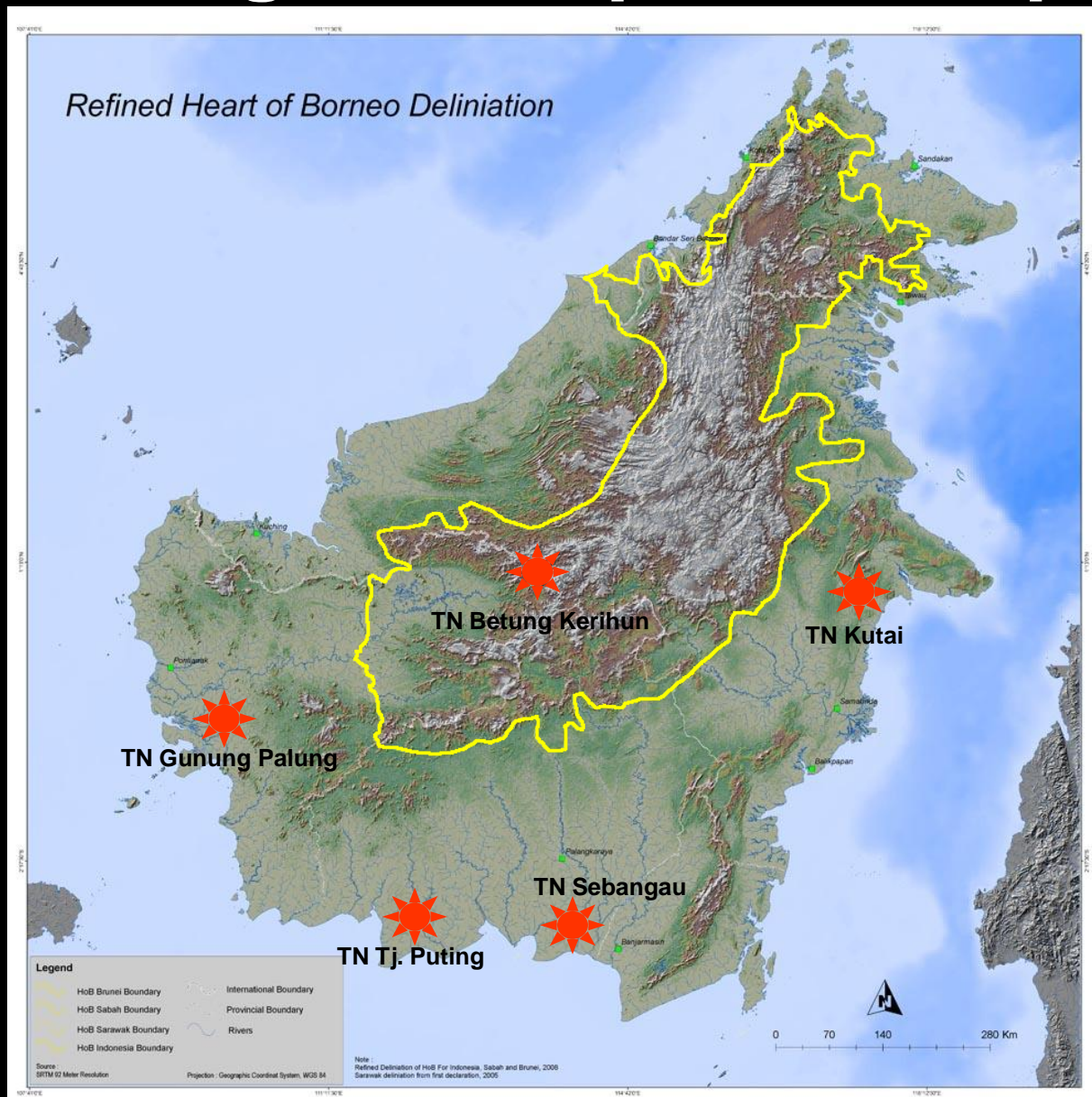


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# Orangutan Population Spot





# Global Context

Decade of Environment for Sustainable Development →  
UNESCO 2004 - 2014

- Objective: To develop and promote education system that is in support of the bigger objective of development for sustainability
- Approaches: using formal dan informal channels to build awareness that sustainability is the results of the balanced among environment –economic-socio-cultural objective of development
- Program elements: Networking; Sharing; Support





# Indonesia Context

- 17,500 islands
- 230,000,000 people
- Global Biodiversity Hotspots: #2 based on CI Report
- WWF GPF – HoB; CTi; Forest of Newguinea/ Papua; Sumatera and; Flagship Species
- Most directly dependent on natural resources
- The 2007 Law on education encourages schools to develop educational materials relevant to local cultural and environmental situation “Local Content” to Educational syllabus at all levels:
  - Regional/Rural teachers are challenged to develop their own materials





- The needs
  - General awareness building:
    - The relevance and importance of conservation and sustainability
  - Formal education system:
    - Curriculum and material development, teacher training
  - Capacity building for development professionals and government officials :
    - Sustainable development policy and planning skills



## • WWF-Indonesia Responses

- Campaign and Outreach for General Public and WWF constituents
- Addressing the need of the school system:
  - WWF goes to school (2-4 hours school visit program): 350 schools so far
  - Promoting & Facilitating EE development in the formal school system: WWF education specialists support development of regional/local curriculum, teaching materials and teachers training
- Policy courses for development professionals (starting 2008)





# General Campaign and Public Awareness Building

- A coherent campaign theme: *BUMI-KU SATU*, equivalent to “One Planet Living”:
  - Membership events
  - General public events: Earth Day, Environment Day
  - Green lifestyle, Edutainment, etc.
- Thematic campaign:
  - PowerSwitch!
  - Healthy Sea – Healthy Sea Food
  - RhinoCare
  - Program based: Heart of Borneo, Coral Triangle
- Collaboration with public figures: movie stars, famous musicians and TV presenters
- Attached to the merchandise program





# WWF-Goes to School

Since Aug 2000, WWF-Indonesia's Environmental education team in Jakarta has developed in- and out-of- classroom educational materials :

Film and slide shows

Games in and out of class

Radio Shows on local FM Stations

Cartoon awareness raising films

Posters and stickers for students

Has reached more than 350 schools throughout greater Jakarta, reaching over 35,000 students

Since 2005, the program is followed by the recruitment of students to become members of "Junior Conservationists Club"







# Developing Environmental Education Curriculum and Customising to Local Context

Working in partnership with provincial and district governments to develop curriculum, teaching materials, teachers training:

- In Heart of Borneo (since 2004): Out of 10 districts, 2 completed, 1 in finalization, 5 starting, 2 still looking for financial supports
- West Java province: in finalization stage

Promoting the adoption of the program into regional development policy and financing from regional government budgets.





# Why HoB?

- Borneo is one of WWF Global priorities
- WWF is promoting and supporting HoB to become a sustainable conservation and development area at sizeable landscape level
- People: constituencies building to promote and support HoB conservation and sustainable development

(240,000 km<sup>2</sup> – at least 500.000 peoples population) in the Heart of Borneo



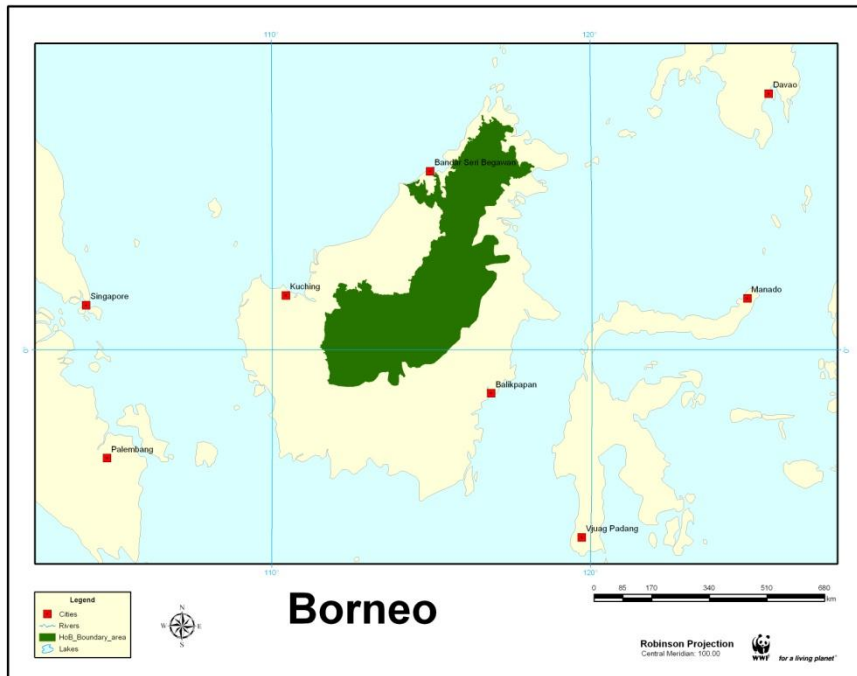


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# Still only Scratching the Surface!



Total Area : 240,000 km<sup>2</sup>

Total Area : 357,021 km<sup>2</sup>





# Scaling-up – reaching more areas

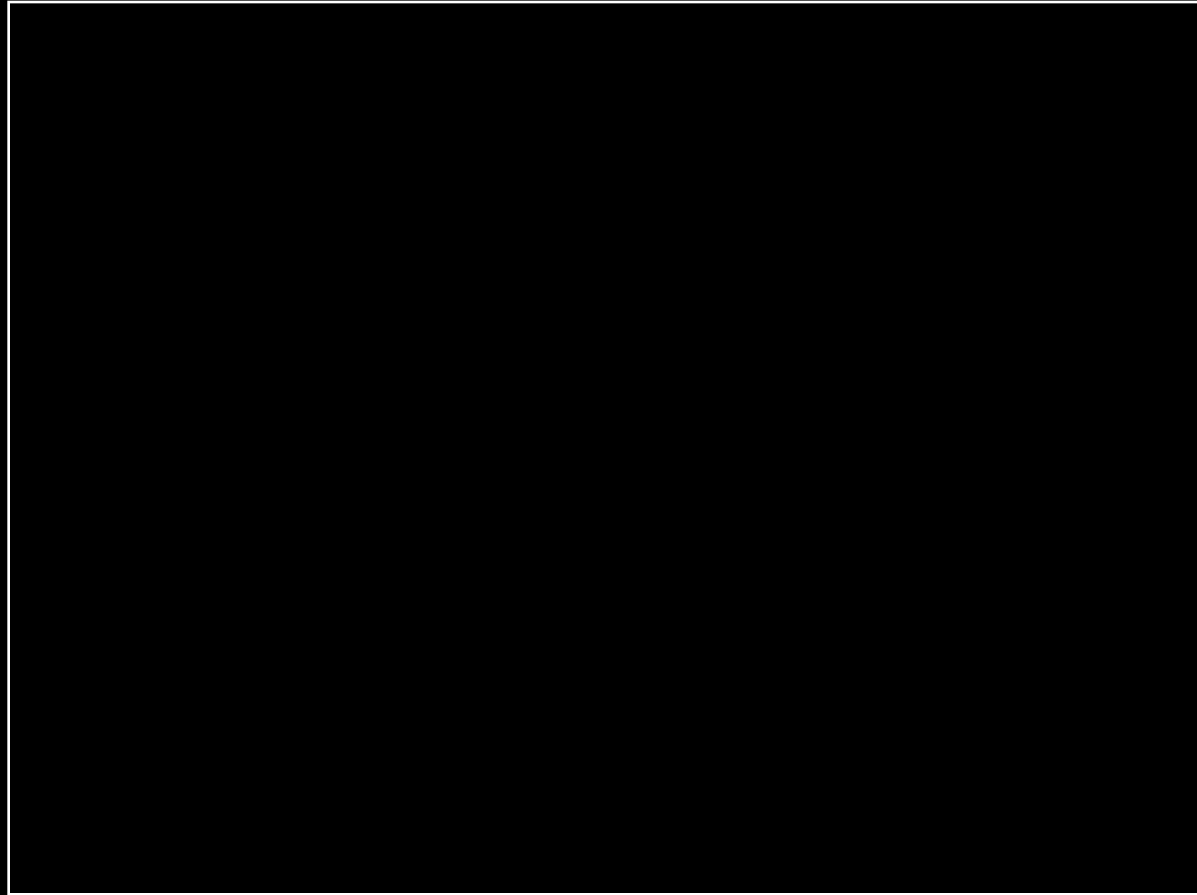
- Indonesia challenged by size and geographic spread
- Governments and NGO's constrained with resources
- Environmental Education & Outreach teams now developing an “*how to: Guideline for Environmental Educators*” to allow other areas to develop materials without direct WWF involvement
- And more general materials e.g. Childrens story books:
  - Turtle “Tuto”
  - Orangutan “Pongo”
  - Tiger “Tigi”
  - Elephant “Ghazu”
  - Rhino “Andalas”





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# Increasing constituents and encouraging more people to get involved





# Using Media and Networks to increase reach

- “Exchanging Knowledge and Expertise”
- WWF-Indonesia - CEPA cannot reach every child directly
- 2008 will:
  - a) Expand coverage to major “hot spots” in Sumatera and Papua
  - b) Use Multi-media to develop a demand for materials
- National Prime time TV PSAs broadcasting on “Metro TV”
- Environmental Education materials gradually becoming available on web-page [www.wwf.or.id/environmental\\_education](http://www.wwf.or.id/environmental_education)





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- Thank you
- Questions

