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MINISTRY OF FORESTRY



South Sumatra Forest Fire Management Project  
**SSFFMP**

# ENVIRONMENTAL EDUCATION

Awareness Campaign Expert: Contract No 45 / 2005



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## PREFACE

The South Sumatra Forest Fire Management Project (SSFFMP) is a technical co-operation project jointly funded, in terms of the financing memorandum IDN/RELEX/1999/0103, by the European Commission and by the Government of the Republic of Indonesia through the Ministry of Forestry (MoF).

This report has been completed in accordance with the project Overall Work Plan (OWP) and

in part fulfillment of Activity 1.8.1, “Support government agencies, NGOs and schools to develop environmental education programmes that integrate fire management information, at provincial and district levels” and Activity 1.8.3, “Design and launch publicity campaigns, together with partners & other projects, at regional and national levels to enhance support for multi-stakeholder approaches to fire management in Indonesia.”

to achieve Result 1 “Institutional conditions created to allow the implementation of effective fire management.”

to realize the five-year project purpose, which is “Aid and facilitate the establishment of a coordinated system of fire management at province, district, sub district and village level throughout South Sumatra province in which all involved stakeholders, including the private sector, work together to reduce the negative impact of fire on the natural and social environment.

The report has been prepared with financial assistance from the Commission of the European Communities. The opinions, views and recommendations expressed are those of the author and in no way reflect the official opinion of the Commission.

The report has been prepared by:

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The report is acknowledged and approved for circulation by the Project Co-Director when duly signed below.

Palembang, July 2005

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## **Ringkasan (Summary Bahasa Indonesia)**

SSFFMP adalah salah satu proyek yang masih jalan di Indonesia yang mengangkat tentang isu kebakaran hutan dan lahan, dan proyek ini telah bekerja keras untuk masuk dalam penyadaran tentang kebakaran hutan dan lahan kepada masyarakat Sumatra Selatan salah satunya melalui kampanye pendidikan lingkungan hidup. Produksi dan distribusi berbagai materi penyadaran terus menerus selama satu tahun membantu dan menaikan persoalan tentang bahaya akan kebakaran hutan dan lahan, penyediaan informasi, dan pertambahan riwayat proyek ini harus jalan dengan segera dimasa depan. Keberlanjutan materi kampanye kabakaran dalam jangka panjang dihubungkan dengan manajemen tata guna lahan yang berkelanjutan, berkaitan dengan isu – isu yang baru.

Tidak perlu adanya perubahan arah atau tujuan dari apa yang sudah dibuat, lebih baik bertambah dengan memperbaiki (dalam bentuk daripada isi) terus menerus.

Kemungkinan besar tidak ada penambahan materi baru dari proyek yang lain untuk SSFFMP gunakan atau penambahan, SSFFMP akan membuat sendiri materi kampanye di dalam kegiatan proyek. Dengan menguatkan kelompok kerja dari Multi Stakeholder Forum untuk membantu dengan konsep dan produski materi penyadaran yang akan dicapai tersebut, dengan meningkatkan kapasitas lokal pada jangka panjang.

## Summary (English)

SSFFMP is one of the few projects dealing with the issue of fire that is still operating in Indonesia and the project has worked hard to make fire awareness in south Sumatra integral to a general environmental education campaign. The steady, continuous production and distribution of various awareness materials over the past year has helped to raise the issue of fire, provided information, and increased the profile of the project and this must be maintained for the immediate future. By continuing to link fire awareness materials to long term, sustainable land use management, as well as to topical issues, the project has significantly improved the possibility of the campaign being adopted and understood.

No great change of direction or emphasis from what has already been produced needs to take place, rather more of the same with some improvement (mainly in style rather than substance) should to be continued.

As it is not likely that there will now be any new materials from other projects for SSFFMP to work from or adapt, it will have to generate future campaign materials from within the program. Empowering the working groups from the Multi Stakeholder Forum to become involved in the concept and production of awareness materials will help achieve this, as well as in building local capacity and long-term sustainability.

## Introduction

In August 2004, a report was compiled for the South Sumatra Forest Fire Management Project (SSFFMP) entitled "*Guidance and assistance in production of awareness campaign materials*" that reviewed previous and existing fire awareness materials and campaigns (both in South Sumatra and elsewhere), looked at target groups and channels of information within the province of South Sumatra, and from this gave guidelines for developing a fire awareness campaign strategy within the South Sumatra Forest Fire Management Project. This report will look back at those recommendations, review what has been achieved over the past year and give recommendations for future development and further campaign materials.

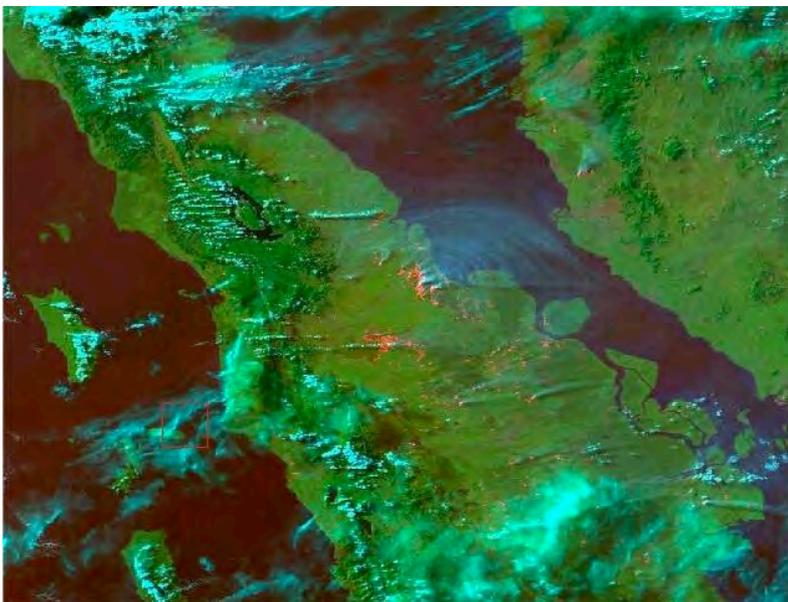
As noted in the 2004 report, a fire awareness campaign is needed to create and increase awareness for two strategic (project) objectives

- i. Decreasing the immediate risk or likelihood of fire;
- ii. Promoting sustainable land use management over the long term so that fire is no longer an issue.

The first phase of the campaign, to raise awareness of fire as a problematic issue, would be developed through wide-ranging and non-specific media coverage. Directed at as many people as possible, and across all target groups, the messages would have to be direct and simple and the presentation of these messages eye-catching.

The second phase involves persuasion, presenting arguments and disseminating information. In this the methods of communication are more distinct, the campaign more exclusive and focussed at specific target groups with the aim of convincing people to change habits and take action. Building on the first phase, some materials would be a development of previous materials through a change of emphasis, while new materials were also produced. This phase works towards the second strategic objective of promoting sustainable land use management over the long term so that fire is no longer an issue.

It was also noted in the 2004 report that the awareness campaign would have to be flexible to allow for changing situations and for new opportunities, and have the capacity to redirect materials to tackle an immediate and significantly increased risk of extensive wildfire outbreaks in any one year.



Satellite Image of fires in Sumatra.

## Previous and existing fire awareness materials and projects

A number of fire prevention and control projects were listed in the 2004 report and it is interesting to see what has happened to these projects and the materials they produced.

The **Forest Fire Prevention and Control Project (FFPCP)** finished sometime after 2001 but the booklets they produced “*Desa Ilalang*” have been reprinted and used by SSFFMP (See the next section on Target Groups).

**South and Central Kalimantan Production Forest Project (SCKPFP):** An EU supported project that included a specialist group on Forest Fire Management has now finished.

**Integrated Forest Fire Management Project (IFFM):** A GTZ supported program in East Kalimantan that developed the main components of an integrated fire management system and a range of awareness materials featuring the Ministry of Forestry’s cartoon orang-utan mascot *Si-Pongi* (including soft toys of *Si-Pongi* and wall hangings). The program closed in June 2005. When SSFFMP have reproduced the *Si-Pongi* mascot on some of their publications (booklets, notebooks and notepads) it has given rise to some confusion as the mascot is not well known in South Sumatra and orangutans are generally not well liked here. In that it links SSFFMP to other fire programs it is useful but does little for the project on the ground. It would therefore not be suitable to reproduce the awareness materials produced by IFFM where the mascot is a central feature.



Stickers using the *Si-Pongi* mascot.

**Forest Fire Prevention Management Project (JIKA):** Have published a range of books and information guides including a book for students *Konservasi dan Pencegahan Kebakaran Hutan – untuk Sekolah Lanjutan Tingkat Pertama Kelas 2*, with the accompanying teachers book: *Buku Panduan Penyebarluasan Buku Teks - Konservasi dan Pencegahan Kebakaran Hutan*, that SSFFMP sent to the local Department of Education for comments (to date no reply) after receiving permission

to reprint. Of the student's book, the last two chapters on fire would be suitable for SSFFMP to reproduce and could be improved with some better graphics. Additional fire information could be added with a brief description of SSFFMP. This would make a useful supplement to "*Desa Ilalang*".

This project is scheduled to close next year although proposals are being put forward to extend this project (possibly through Korean sponsorship).

**INFORM** (Indonesia Forestry Media Campaign) financed by the World Bank and **GREENCOM**, financed through USAID, produced a limited amount of fire awareness materials and both projects have now finished.

The **Wetlands International** project that focused on the swamp forests in South Sumatra and the National Parks of Sembilang and Berbak has now finished. They produced a number of materials, in particular a comic book '*CAKTA Petualangan di Hutan Gambut*' about the peat swamps with a large part of the narrative on fire. This was part of a whole educational package but unfortunately these materials were only finished towards the end of the project so there has been no evaluation of their usefulness. It would be difficult to reprint this comic book without the original artwork as all the pages are in a grey tone. Although it could be redrawn, some parts of the comic book were not perceived to be accurate for South Sumatra (this is because it was about peat swamps in general and also developed by Wetlands to be used in their projects in Kalimantan) and in balance it would probably be better for SSFFMP to produce a completely new comic book rather than try to adapt this one.

There has been no new fire projects started in Indonesia over the past year and it can be seen that SSFFMP is one of the few projects dealing with fires that is still operating in Indonesia.

## Target Groups

Six specific target groups were identified in the 2004 report that were to be targeted individually and collectively, both in South Sumatra, nationally, and internationally.

The target groups were broadly divided into those who the materials are aimed for, and those who will use and/or distribute the materials, although there are overlaps between these two groupings.

The specific target groups were categorized as:

1. Schools and schoolchildren.
2. Local village communities, smallholders, and farmers (including transmigrants).
3. Private, semi-private, and public companies (i.e. concessions, oil palm and rubber estates).
4. Provincial/district/sub-district governments, land management agencies and organizations. Law enforcement authorities.
5. Student groups and non-governmental organizations (NGO's).
6. General public and EU/International institutions and individuals.

In general, it is schools and school children that have received the most awareness campaign training and materials over the past year and while some people would say that this is the easiest group to target, it could also be argued that it is also the most effective as children are open to new ideas, and messages have a multiplication effect when children tell their parents and older siblings what they learnt at school. It has also helped that two booklets (one for teachers and one for schoolchild) entitled "*Desa Ilalang*" had already been adapted from the 1995 –98 Forest Fire Prevention and Control Project (FFPCP). 1,000 teacher's booklets and 5,000 schoolchildren's booklets were printed in 2003, and another 10,000 schoolchildren's booklets were printed in the 2004/05 period. 4 teacher-training workshops have been held in 3 districts (Musi Banyuasin, Banyuasin and Ogan Komering Ilir) giving guidance on using the booklet and in training teachers as environmental education facilitators.



This training has been carried out by the POKJA (working group) of the Multi Stakeholder forum as part of the SSFFMP campaign. In this it links the first target group (schools and schoolchildren) with the fifth target group (student groups and

non-governmental organizations) that make up the various working groups of the forum (four working groups exist: on environmental education; fire information and management; land use planning; and community development and gender issues).

Despite the fact that “Desa Ilalang” has been widely distributed, there are still teachers who do not use these booklets as they have not received a formal letter from the National Education Board (DIPNAS) giving them authorization to do so.

SSFFMP organized a study trip to Java for six Forum members 3 members of the working group (POJKA), and four NGO workers who were able to meet with staff and see the awareness facilities at Desa Agrodadi in Yogya and the Environmental Education centre (Pusat Pendidikan Lingkungan Hidup) at Seloliman, Mojokerta in East Java. During this six-day tour they were able to discuss curriculum development, methods of awareness raising, and socialisation of the messages to the general public. It is planned to do another study tour, possibly to East Kalimantan, either later this year or next year.

The materials they collected on this trip are too general in subject matter, or too focused on a particular geographic location, for them to be adapted for this project.

Some children’s colouring and painting competitions have been organized by SSFFMP and the artwork from these could be used in future publications (calendars or posters). These competitions received some good publicity for the project.



*Submissions to the children’s painting competition.*



To date, no awareness materials have been targeted at the oil palm concessions and rubber estates (the private, semi-private, and public companies in target group 3), although the production of at least one publication is currently underway.

General public and EU/International institutions and individuals (target group 6) have been made aware of the project over the past year through SSFFMP displays at a number of exhibitions; in particular at the Muba Expo/Sriwijaya Expos in cooperation with Dishut., and the Indonesian Environmental Exhibition at the Jakarta Convention Centre (3-6 June 2004) where SSFFMP exhibited with other EU projects.



Towards the end of 2004 two surveys were carried out by the agricultural faculty of Sriwijay University. The first survey was on community knowledge and perception of forest and grassland fire; the second survey on the visibility of SSFFMP. In the first survey just under 80% of the total respondents knew about fire and of these something like 40% knew about fire through personal experience. 80% of the respondents recognized the frequency, scope and impact of fire and a further 40% knew about the effects of fire on their health. In the second survey a similar high percentage knew about the project and a small percentage (under 9%) knew nothing about the project. From this it can be assumed that outreach to the general public in South Sumatra is generally good, although it has to be noted that knowledge of the fires comes from more than just the SSFFMP awareness program.

SSFFMP continues to work with the Forestry Department, both as an organization and with individuals, to build capacity and produce joint activities (training, workshops, seminars etc.) and although some parts of the awareness work may be handed over, the danger is that individuals who have the capacity and motivation to work on these may be moved to another department. Provincial/district/sub-district governments, land management agencies and law enforcement authorities continue to remain a group that is both targeted for - and is seen to help raise - awareness.

Although there have been materials produced and focused towards the other target groups, it is probably better that we look at some other factors previously identified before we review these media materials in more detail.

## Channels of Information

The formal and informal channels of information previously identified were:

- Banners, billboards and posters;
- Direct extension in villages through film shows, talks and training;
- Internet and e-mail;
- Newspapers;
- Radio;
- Television;
- Traditional forms of entertainment; music, street theatre, and shadow puppet shows;
- Village Heads (Kepala Desa), Sub-District Heads (Camat), District Heads (Bupatis), Government Officials and Religious Leaders.

Perhaps in addition to these we should now add SMS messaging through handphones; for although text messages are by nature brief and succinct, the number of people owning handphones continues to rapidly increase, particularly among the young. Other than this there has been no great change in the way people receive information and the relative values and uses of any one form of media over the other.

**Banners, billboards and posters.** SSFFMP has continued to use street banners in various places to impart simple messages and raise the profile of the project. In this they have been relatively successful but the shortcomings are in the length of the text they can display and the time they are on show before they are removed (on average two to three months).



Street banner in the village of Ulak Kemang.

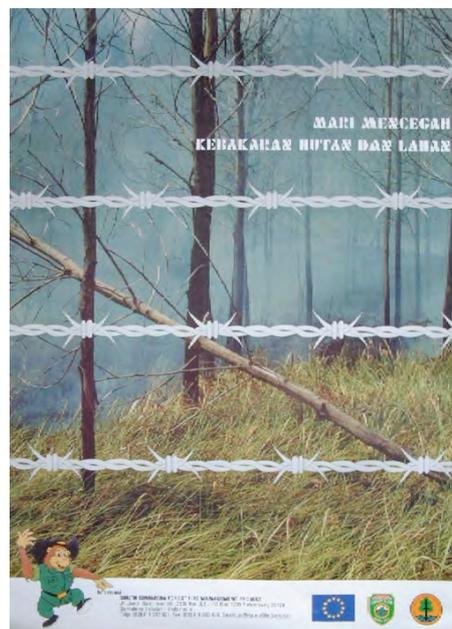
25 small billboards have been put up in the Banyuasin district and more are planned for the Musi Banyuasin and Ogan Komering Ilir districts later this year. Fire risk warning banners should be used during the dry season in high fire risk areas.

At the same time that the 2004 report on campaign materials was being written, two poster designs were developed as part of the first phase of the awareness campaign linking the fires with the upcoming PON XVI games. 2,000 of each poster design were printed (in Palembang by *P.T. Rambang*) and they were distributed along with various stickers. The printing of the posters was good quality and they were generally very well received. They have since been used at a number of exhibitions and seminars.



*PON XVI posters being given away at an exhibition.*

More recently SSFFMP have printed two new poster designs (below) and although these were printed in Jakarta, unfortunately the quality is not as good and the designs lack impact - the text is difficult to read and the main photographs uninspiring. It is imperative that the project uses established and trusted designers if it is to produce any more posters. Printing posters locally (as in the PON XVI posters) gives the project more control over the paper and printing quality, and is much quicker.



**Direct extension** in villages through film shows has continued with 5 villages in the Musi Banyuasin district being targeted. Unfortunately there are few films that relate directly to fire, so other films are shown to attract an audience with the issue of fires included as part of the discussion afterwards.



It is planned for SSFFMP to produce their own films on fire using a German short-term consultant along with TVRI (Television Republic Indonesia, the government sponsored television channel with local content) but this has now been delayed until August this year. Although by no means confirmed, the advantage of using TVRI over another film company is that it would help build local capacity, they may well have stock film of the fires in South Sumatra, and it would encourage them to screen the finished films on television as well as hopefully developing more cooperation and linkages between SSFFMP and TVRI. See appendix 1 for some suggestions on the content of the proposed films, but in general one film should deal with land management and fire, and the second film should be on SSFFMP. A third film could be considered after evaluation and taking into account the responses from the first two films.

**Internet and e-mail** coverage has not significantly increased in South Sumatra since last year and still remains limited to the small number of students, NGO's, businessmen and government officials who have access to the web. In September 2004 SSFFMP produced a small booklet on how to find information on forest fires via the internet: "*Panduan Pengumpulan Informasi Kebakaran Hutan dan Lahan melalui Internet*" - Solichin, September 2004. The SSFFMP web site continues to be regularly updated and targeted towards an audience generally outside of South Sumatra. Between 1 March 2004 and 21 June 2005 the web site had received 83,690 visitors. General information, SSFFMP reports and events can all be downloaded from the website at: [www.ssffmp.or.id](http://www.ssffmp.or.id)

In the 2004 Sriwijay University survey on the visibility of SSFFMP, under 2% of communities obtained information about the project from the internet, under 5% of government bodies, and 50% of NGO's.

General **newspaper** coverage of SSFFMP has mainly been limited to various events. A children's painting competition organized by the project in January 2005 became a large feature in the national *Sinar Harapan* newspaper where it helped make up a good three quarters of their environmental education page. It was also featured in the *Sumatera Ekspres* (24 Jan., 2005) and a very small article with the prize-winners were listed in the magazine *MUBA RANDIK* that is freely distributed through the Camat's (sub-district head) office to the villages in the Musi Banyuasin district. Other smaller articles on the fires and forest degradation have appeared sporadically in the printed media.

Specific magazine and periodical publications articles have appeared quite regularly, particularly in relation to agricultural activities in the *Agribisnis* magazine and (to a less extent) in *AgriMedia* magazine. *Agribisnis* is published in Palembang every month and distributed throughout South Sumatra.



**A radio campaign** was started last year in August and September and it is planned to have a three-month campaign this year from July to September. It will comprise of 5 different spots or adverts in local languages aired 6 times a day on RRI (Radio Republic Indonesia).

**Television and traditional forms of entertainment** have so far not been used extensively by the project although in September 2004 a half hour, live interactive TV discussion in cooperation with the Forestry Department was aired.

There are no statistics on how much various village and government leaders have publicised the project and the issue of fire. Data from the 2004 Sriwijay University survey on the visibility of SSFFMP dealt mainly with formal channels of information.



## Where we are...

As can be seen from the previous chapters there has been a steady, continuous production and distribution of awareness materials that have helped to raise the issue of fire, provide information, and increase the profile of the project. This needs to be continued and where there have been omissions these need to be addressed.

One of the underlying problems of the project is the lack of personal who work on the development and production of awareness materials. In the present structure, awareness is the responsibility of the person who is in charge of training and therefore these two tasks have to be balanced against each other. From this it cannot be expected that the person will be able to devote substantial time to developing new text for possible publications. So far the project has managed by adapting materials that have already been produced by other projects but as most other fire awareness projects have now closed it is not likely that there will be any new materials for SSFFMP to work from if they do not generate them themselves. One possible way to do this would be through the working groups from the Multi Stakeholder Forum who should not only be responsible for the training and implementation of the materials, but also become involved in the materials concept and parts of their production. Also teachers who have taken part in trainings may want to become involved in the production of new materials. This will help in building local capacity and long-term sustainability.

In general, on the education aspects for schools and teachers a lot has been achieved due mainly to the use and distribution of "*Desa Ilalang*". This now needs to be supplemented by further educational publications - possibly an adaptation of the FFPMP/JIKA publication *Konservasi dan Pencegahan Kebakaran Hutan* and the development of a number of educational posters (see appendix 2). An environmental education workshop for 500 – 1,000 pupils from primary and junior high schools is scheduled for early next year.

To continue the general awareness raising, further topical attractive posters need to be printed and widely distributed. Last year the two PON XVI posters were successful in linking the issue of fires to a major, local event and this year the Indonesian President, Susilo Bambang Yudhoyono will open the new Palembang airport in mid September. Again this is an opportunity to publicise the issue of fire and smoke haze (in particular to the disruption of flights) and the concept for a poster design is attached in appendix 3. Further posters highlighting air travel and smoke haze could be sponsored by one or more airline companies. Possibly *Sriwijaya* which is a Palembang-based (local government) airline, and *Garuda* which is the national airline of Indonesia. A poster featuring people going on the Haji would also be appropriate at a later date.

Two films should be finished this year and their screening will go a long way to working in and with village communities and local leaders. The general SSFFMP leaflet needs to be urgently redesigned and reprinted so that it can be distributed at the film shows and general forums. The present leaflet dates from the start of the project and is very out of date. A new leaflet should have a clearer, more coherent design and give information on what the project has so far achieved. As in the first edition, both Indonesian and English versions should be made.

The project has produced a bulletin entitled '*Hot Spot*' and editions were printed in January 2004, July 2004 and April 2005. The bulletin is scheduled to be produced every three months with 1,000 copies printed for a target audience of Government

Institutions, NGO's and Universities. The bulletin contains a lot of information and although there has been a large improvement in the layout between the first and later editions, it could still be made clearer. It needs to develop a style and appearance to tie it into the other publications being produced by SSFFMP. To make it more attractive and easier to read it should take on a more 'magazine' type look (see appendix 4).

Regarding the Oil Palm industry there has been one study tour to Malaysia that was arranged by SSFFMP and this needs to be followed up. One possible suggestion would be to produce a questionnaire in the form of a flyer or letter sent to Oil Palm production companies for self-assessment. They would not be expected to return the questionnaire but by answering the questions they will be able to form an evaluation of their preparations for fire. The title of the questionnaire could be something like 'Are you ready for the coming dry season?' and staff from SSFFMP have already prepared a list of 15 basic questions (see appendix 5). Between 250 and 350 questionnaires would have to be printed and sent to cover the companies working in South Sumatra. A booklet on Oil Palm recommendations is also being prepared that gives advice and information on equipment, regulations etc.



## The next steps...

If we look at the time frame that was outlined in the In August 2004 report: “*Guidance and assistance in production of awareness campaign materials*”, it can be seen that the production and distribution of media materials by SSFFMP is generally on track.

	<b>Phase one:</b> <i>Raising awareness</i>	<b>Phase two:</b> <i>Information &amp; persuasion</i>	<b>Phase three:</b> <i>Consolidation</i>
Aug/Sep 2004 <i>Fire on</i>	Poster (PON XVI) Newspaper ads Street banners Radio play	School book (Desa Ilalang) Update web-site	
Nov 2004 – June 2005 <i>Fire off</i>	Gifts (i.e. Pens, t-shirts & baseball caps) SSFFMP leaflet Exhibition panels Prepare informal education materials (comic book)	Newspaper/Magazine articles Oil Palm booklet Information sheets Local publicised exchange visits to estates using zero burning	
July 2005 – Sept/Oct 2005 <i>Fire on</i>	Poster (s) Newspaper ads Distribute informal education materials (comic book) Strategic billboards	Oil Palm poster Education poster (schools) Start shooting film Update web-site Awareness booklet (communities)	National & International news coverage
Nov 2005 – 2006 <i>Fire off</i>	School activities	Education materials (possibly reprint JIKA publications) Distribution of film on CD Rom Second educational poster Specific exhibition panels	Circulation of papers & project reports National & international publicised exchange visits to estates using zero burning
2006 <i>Fire on</i>	Poster (s) Newspaper ads Street banners	Informal education materials (comic/ activity book) Update & reprint Awareness booklet (communities) Oil Palm booklet	National & International news coverage High profile event (possible seminar with top government ministers & scientists)

The one notable exception is the lack of any awareness materials that have been distributed to the Oil Palm Industry, however this should be addressed in the coming months.

**Present requirements** in the way of publications production that have been mentioned in the previous chapters are:

- Immediate **educational poster** with possible second and third versions being produced at regular six monthly intervals.
- Topical **awareness poster** linked to the opening of the new airport in mid-September 2005. Possible further posters sponsored by one or more airlines.
- As soon as possible undertake the rewriting, redesign and printing of a new **general SSFFMP leaflet**.
- **Questionnaire** in the form of a flyer or letter sent to Oil Palm production companies for self-assessment.
- A new edition of **Hotspot** should be produced in the coming months, with a magazine type appearance.
- **Oil Palm recommendations booklet** giving advice and information on equipment, regulations etc.
- An attractive **calendar** should be produced before the end of the year, possibly using some of the children's work from the previous painting competitions.
- Continued production of SSFFMP **gifts** in the way of pens, t-shirts/polo shirts, and baseball caps.
- **Stickers** using the general slogan *Mari mencegah kebakaran hutan dan lahan* should be distributed with new designs and future stickers should not only be made as sticky labels but also as car stickers.
- **Press releases** for any coming events should be distributed to the media and links with editors and reporters developed. Workshops on fire related issues for journalists should be included in the general training calendar.
- Street **banners** and **billboards** should continue to be used to raise awareness in villages and small communities. Fire risk warning banners should be prepared for use in high fire risk areas in preparation for the coming dry season.
- Future classroom **activity books** should be considered and a storyline that could be used in a comic book developed.
- Specific **exhibition panels** on SSFFMP and fire awareness should be produced and kept available for display whenever possible.
- The two planned **films** should be shot, edited and shown in communities. Copies of the films on CD Rom should be distributed to NGO's and various government departments.

- Additional stock fire **photographs** should be collected – and if necessary a photographer contracted to take new photographs – with all the images arranged and accessible to staff and partner organizations on a general SSFFMP data-base.

For the long term an evaluation needs to be carried out - probably within the next twelve months - on what has been most effective and where future emphasis should be focussed. From an earlier survey by Indo Pacific (February 2003) that looked at the 'visibility' of five EU projects ( Forest Liaison Bureau, South and Central Kalimantan Production Forest Programme, Leuser Development Project, Lusi Irrigation, and Social Safety Net), one of the main conclusions was that Newsletters were a useful and practical way for decision makers to receive information and this is one area that needs specific evaluation in South Sumatra. Particularly in relationship to the *Agribisnis*, *MUBA RANDIK*, *Hot Spot*, and *Warta Hijau* (magazine produced by the consortium of NGO's) publications. General surveys on newspaper and television coverage have already been made (2004 Sriwijay University surveys on the visibility of SSFFMP, and the Knowledge and Awareness of the population to fire in South Sumatra) and give little new information that the project can work from.

This evaluation of the publications should include readership, distribution, and content of the materials and should also give recommendations for how these publications can be better used. This will be particularly important should the time frame of the project be extended and should provide guidance not only for SSFFMP but also the Multi Stakeholder Forum who, it is hoped, will take greater responsibility in the future production of media materials.

Fire awareness materials must continue to be linked to sustainable land use management activities and fire training events, while flexibly (and funds) must always be available should an El Nino occur when the production and distribution of materials will have to be greatly increased.



## Appendix 1: Suggested film contents.

Initially two films should be produced: the first on fire; the second on SSFFMP.

The first film should be a film focussed on South Sumatra and look at the **causes and impact of fire**.

The introduction would have to be a very strong piece of footage, burning fire, smoke and haze, people coughing, fleeing. Although the opening need not be long, it should show fire as a destructive element, out of control.

This introduction would lead into the destructive impact that fire has in more detail, starting with the general impacts of :

- raising temperatures;
- causing drought;
- loss of economic revenue;
- disruption to transport;
- loss of face caused by the pollution.

Although it would only cover these briefly, it would cover in greater depth the impact that fire has on individuals, in particular –

- health and respiratory problems
- loss of income

Then the film would ask how this is allowed to happen. The film would review some of the contributing factors to fire such as extended dry periods and briefly cover the symptoms that make up an El Nino. It would deal with the spread of fire, particularly through degraded shrub and fire-prone grasslands; and the dangers of peat fire before moving on to the causes of fire, both deliberate –

- clearing land for agriculture;
- sonor rice production
- plantations
- arson

and accident fire starting –

- cigarettes
- carelessness

In each of these cases it would deal with how the causes of fire could be prevented. Finally the film would finish by making it clear that future fires are very dependant on the audience and what they do.

Two versions of the film should be made, one in English and one in Indonesian; the Indonesian version copied onto CD Rom and given to local NGO's for them to use in participatory village discussions. Copies should also go to all local government institutions.

The second film, on SSFFMP would be an overview of the project and probably shouldn't be longer than twenty minutes. It would cover all the program activities and could be given to visitors and anybody needing information about the project.

## Appendix 2: Educational Poster

Although intended for schools, an educational poster would also be useful for distribution to local government offices and to village officials. The theme “Impact of Fire” would have a central background picture, small picture inserts and concise, succinct text highlighting a few simple points. The poster should be made in a similar style to the PON XVI posters using a white strip at the bottom to house the logos, with the text written in a clear, sans serif typeface (preferably Arial). Below is one suggested design.

Printed size 50cm x 70 cm.



# Dampak Kebakaran

*Kebakaran hutan dan lahan yang semakin sering terjadi dapat mengakibatkan berbagai hal:*

**Terhadap Lingkungan:** Polusi asap, kerusakan sumber daya alam dan keaneka ragaman hayatinya, meningkatnya suhu bumi, kekurangan air pada saat musim kemarau dan banjir pada saat musim hujan, semakin meluasnya lahan kritis.

**Dampak Sosial:** Hilangnya sumber pendapatan. Hilangnya tempat bernaung. Kerawanan pangan karena terbakarnya sumber daya alam maupun tanaman pertanian serta serangan hama sebagai akibat terganggunya keseimbangan alam.

**Untuk Ekonomi:** Dampak secara langsung karena musnahnya kayu dan hasil hutan non-kayu dan tanaman pertanian/perkebunan.

Dampak secara tidak langsung, yaitu ongkos pengobatan (kesehatan), hilangnya hari kerja/sekolah, menurunnya pendapatan dari sektor wisata dan transportasi, serta biaya pemadaman kebakaran yang sangat mahal.

**Pencegahan kebakaran** adalah semua usaha untuk menghindari terjadinya kebakaran. Pencegahan kebakaran merupakan hal yang paling tepat dilakukan untuk menghindari kerugian akibat kebakaran hutan, karena pencegahan lebih murah dan mudah dilakukan daripada memadamkan.

**Mari mencegah kebakaran hutan dan lahan**

Desain: David Bevan

South Sumatra Forest Fire Management Project  
[www.ssffmp.or.id](http://www.ssffmp.or.id)



## Appendix 2b: Educational Poster

Additional educational posters should be printed at regular intervals for the duration of the program. The posters should have the same 'look' and be of a similar style, for example using the same typefaces and even the same background photograph. Below is another example – The Impacts of Smoke. *Note:* This poster uses the same catch phrase or slogan as the previous poster – *Mari mencegah kebakaran hutan dan lahan (Help prevent forest and land fires)*: wording that has often been used on stickers produced by the program and if constantly repeated will soon become identified with SSFFMP.



# Dampak Asap

Asap yang memenuhi ruangan udara yang ditimbulkan oleh kebakaran hutan dan lahan berdampak pada terganggunya transportasi udara. Pada kondisi yang sangat parah dimana kemampuan jarak pandang yang sangat dekat seringkali mengakibatkan penghentian atau penundaan penerbangan. Selain itu juga dapat menyebabkan kecelakaan transportasi udara, darat dan laut yang membawa korban jiwa.

Asap menurunkan citra Bangsa Indonesia di mata internasional, dan mendapatkan tekanan dari negara-negara tetangga terutama karena polusi udara dari asap kebakaran mencapai negara mereka. Tekanan mendatangkan kesulitan dan penderitaan bagi masyarakat.



Asap yang dihasilkan dari kebakaran vegetasi (tumbuh-tumbuh), mengandung partikel dan gas yang berbahaya, antara lain:

**Karbon monoksida (CO):** menurunkan kapasitas pengangkutan oksigen dalam darah, sehingga mengurangi suplai oksigen ke otak, meningkatkan resiko penyakit pembuluh darah jantung (kardiovaskuler).

**Sulfur dioksida (SO<sub>2</sub>):** iritasi saluran pernapasan, memperparah penyakit pernapasan.

**Nitrogen dioksida (NO<sub>2</sub>):** meningkatkan sensitifitas asthma, iritasi saluran pernapasan dan mempengaruhi kapasitas paru-paru dalam jangka panjang.

**Ozon (O<sub>3</sub>):** mempengaruhi fungsi paru-paru, meningkatkan kerentanan terhadap infeksi iritasi mata.

**Bahan organik terlarut:** molekul yang besar dapat menyebabkan mutagenik dan karsinogenik (penyebab kanker).

Desain: Donald Bason

South Sumatra Forest Fire Management Project

[www.ssffmp.or.id](http://www.ssffmp.or.id)





### Appendix 3: Awareness Poster

A general awareness poster (similar to the ones produced for the PONXVI games last year) should be produced linking the opening of the new Palembang airport to the issue of fire and smoke haze (in particular to the disruption of flights). Two initial mock-ups are shown (right), and after photographs taken at the airport, one of the final designs (below). The airport building has been enlarged so that background can be clearly identified as the new airport, and the construction work digitally removed. The name of the airline was also removed so that the project would not be seen to be promoting any particular company.



The poster should be printed on Construct 150gm paper with UV (varnish) finish.

## Appendix 4: Hot Spot magazine

This SSFFMP publication needs to develop a consistent style and with an appearance that ties it to other publications produced by the project. To make it more attractive and clearer to read it should take on a more 'magazine' type look, in the style of the example below. The blue and yellows used are the EU colours and the green is the same as that of the South Sumatra regional logo. Inside it needs to be in a three-column layout with clear headings in one distinct typeface. The slogan – *Mari mencegah kebakaran hutan dan lahan* should be placed on the back cover.



## Appendix 5: Oil Palm Questionnaire.

### KUISIONER PENGENDALIAN KEBAKARAN HUTAN UNTUK PERUSAHAAN HTI DAN PERKEBUNAN DI SUMATERA SELATAN

Jawablah pertanyaan dibawah ini dengan singkat dan jelas. Pastikan jawaban yang diberikan adalah benar dan sesuai. Jika jawaban  YA maka isilah jumlah dan jenis yang ada diperusahaan anda.

#### 01. Apakah perusahaan sudah mempunyai regu kebakaran? YA / TIDAK

	Jumlah	Keterangan
Regu inti		
Regu cadangan		
Regu sukarelawan		

#### 02. Apakah anggota regu sudah mempunyai pakaian lengkap? YA/TIDAK

	Jumlah	Keterangan
Helm		
Kacamata plastik		
Slayer/masker		
Werpak		
Sarung tangan		
Sepatu both		
Peples air minum		

#### 03. Apakah regu telah dilengkapi peralatan tangan YA / TIDAK

	Jumlah	Keterangan
Garu api		
Cangkul garu		
Pemukul api		
Kapak		
Pompa punggung		

#### 04. Apakah perusahaan memiliki pompa pemadam kebakaran YA / TIDAK

	Jumlah	Keterangan
Mesin pompa		
Selang		
Nosel		
Jenis pompa?		

#### 05. Apakah perusahaan punya alat radio komunikasi? YA / TIDAK

	Jumlah	Keterangan
Handytalky (HT)		
Base Station		
Radio mobil		

**06. Apakah perusahaan punya tanki penyuplai air? YA / TIDAK**

	Jumlah	Keterangan
Truck tanki		
Collapsible tank		
Slip on tank		

**07. Apakah perusahaan punya sarana transportasi & alat berat? YA / TIDAK**

	Jumlah	Keterangan
Truck		
Pickup		
Perahu		
Sepeda motor		
Bulldozer		
Excavator		
Traktor		
Lain-lain		

**08. Apakah perusahaan mempunyai posko kebakaran? YA / TIDAK**

	Jumlah dalam satu unit perusahaan	Keterangan
Posko tetap / permanen		
Posko berjalan / mobil posko		
Apa saja peralatan pendukung yang dimiliki didalam posko?	Penjelasan:	

**08. Apakah telah memiliki gudang untuk peralatan kebakaran? YA / TIDAK**

	Penjelasan	Keterangan
Berapa jumlahnya? (Dalam setiap unit perusahaan)		
Apakah sudah ada rak-rak peralatan?		
Apa saja peralatan pendukung yang ada didalam gudang?		

**09. Apakah perusahaan memiliki menara pemantau kebakaran? YA / TIDAK**

	Penjelasan	Keterangan
Berapa jumlahnya? Per unit perusahaan		
Berapa ketinggian menara?		
Berapa jarak antar menara?		
Peralatan pendukung Apa saja yang ada dimenara?		

**11. Apakah perusahaan memiliki sumber air yang baik? YA / TIDAK**

	Penjelasan	Keterangan
Berapa jumlahnya? Per unit perusahaan	↑ Waduk: ↑ Sumur:	
Berapa jarak antar sumber air diareal perusahaan?		
Bagaimana keadaan parit/sungai yang ada diperusahaan?		
Bagaimana keadaan sumber air tersebut pada saat musim kemarau?		

**12. Apakah akses diperusahaan dilakukan secara baik YA / TIDAK**

	Penjelasan	Keterangan
Bagaimana keadaan jalan masuk ke base camp?		
Bagaimana keadaan akses ke gudang peralatan?		
Bagaimana keadaan jalan masuk keareal tanaman?		
Bagaimana keadaan jalan akses ke sumber air?		
Berapa kali pemeliharaan dalam setahun?		
Apa saja yang dilakukan dalam pemeliharaan jalan oleh perusahaan?		

**13. Apakah sekat & bahan bakar diberi perlakuan secara baik? YA / TIDAK**

	Penjelasan	Keterangan
Ada berapa sekat bakar dalam satu unit perusahaan?		
Bagaimana keadaan sekat dan bahan bakar yang ada diperusahaan?		
Kapan biasanya pembuatan sekat bakar dilakukan?		
Kapan biasanya pengelolaan bahan bakar dilakukan?		
Berapa kali pemeliharaan sekat dalam setahun?		
Bagaimana cara pemeliharaannya?		
Berapa lebar sekat bakar yang biasa dibuat oleh perusahaan?		
Bagaimana cara pengurangan bahan bakar diareal perusahaan?		

**14. Apakah perusahaan telah bekerjasama dengan pihak lain? YA / TIDAK**

	Penjelasan	Keterangan
Kerjasama apa saja dengan perusahaan tetangga? (hubungan dengan kebakaran)		
Kerjasama apa saja dengan masyarakat sekitar? (hubungan dengan kebakaran)		
Apa peranan masyarakat didalam perusahaan anda?		
Kerjasama apa saja dengan pihak pemerintahan dan instansi lainnya? (hubungan dengan kebakaran)		

**15. Apakah perusahaan telah melakukan kampanye penyuluhan? YA / TIDAK**

	Penjelasan	Keterangan
Berapa kali penyuluhan dilakukan dalam setahun?		
Berapa desa yang telah diberikan penyuluhan? Dan desa apa saja?		
Bagaimana cara penyuluhan yang telah dilakukan?(menyangkut kebakaran)		
Bagaimana antusias masyarakat sekitar?		

## Appendix 6: Suggested leaflet design.

Final printed version will be folded twice.

**Fire!**

Almost every year our lives are disrupted by fire and smoke in South Sumatra. Grass and forest fires reduce vegetation to ash leaving the ground bare and vulnerable to erosion, drought, and flooding; smoke prevents flights and causes respiratory illness. During an El Nino year, fires ravage huge swathes of the country destroying thousands of hectares of agricultural land, plunging day into gloomy twilight as smoke haze blocks out the sun and fills our hospitals with people suffering from breathing problems and smoke related ailments. Even when extinguished, underground peat fires continue to smoulder and flare up again later.

The effect on the wildlife is catastrophic. Haze affects neighbouring countries causing continued embarrassment to Indonesia, raising global temperatures and increasing carbon emissions with severe, long-term ecological consequences.

**Why do we let this continue to happen?**

**SSFFMP**  
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UNI EROPA      PEMDA SUMSEL      DEPHUT

Above: Smoke from fires in South Sumatra sweep across the straight over Malaysia in the early months of 2005. Below: Participative village land use planning and village fire-fighting training.

Burning is the most economical and common tool used to prepare land for cultivation and when used in years of average rainfall poses little threat to the environment, but frequent droughts and the increased use of fire for land clearing by small land-holders and large-scale forest conversions have greatly exacerbated the fire problems.

**What can we do?**

The introduction of alternative land use and land clearing techniques to replace land clearing by fire is one way to decrease the fire risk; but ultimately only sustainable natural resources management and the institutional development of an operational fire management system will have any effect.

In 1995 the Government of Indonesia and the European Union started the Forest Fire Prevention and Control Project in South Sumatra (FFPCP). The project ran until 2001 and was part of the larger European Union's Indonesian Forestry Program.

The South Sumatra Forest Fire Management Project (SSFFMP) began in January 2003 for a planned 5-year period to facilitate the establishment of a coordinated system of fire management at province, district, sub district, and village level. The overall objective of the Project is to establish a model for the rational and sustainable management of land and forest resources, and so reduce the negative impact of fire on the natural and socio-economic environment.

**South Sumatra Forest Fire Management Project**

Identification of stakeholders has been undertaken from the start of the project and their participation in workshops at pivotal points during the programme has helped incorporate their views on project priorities. The three major types of activity being implemented by SSFFMP in the districts and villages of South Sumatra are:

- The establishment and empowerment of the Multi-Stakeholder-Fora (MSF) that provides guidance and strategic directions for the working groups and promises development based on multi-stakeholder participation and a common mission and goal. MSF is an opportunity for various institutions and organizations to come together and exchange views while working together on improved policies, programs, management concepts, organization structures, technical guidelines and codes of conduct, within the context of improved management of land and natural resources, including the management and the risk and impacts of fire.
- Implementation of community development modules and participative village land use planning that provide alternative income opportunities for communities and reduces the need and practice to use fires. Community development is practiced with stakeholders and receives additional support from various project components in particular, land use planning, the NGO network, a comprehensive gender support programme and contracted outside expertise.
- The large scale establishment and training of fire crews in selected villages. More than 3,000 fire-fighters have received a basic training in fire prevention and fire suppression and have received appropriate tools and equipment. Many of the tools are already locally sourced and produced, while the fire crews raise awareness, apply group pressure and are active in fire prevention - forming an integral part of fire management.

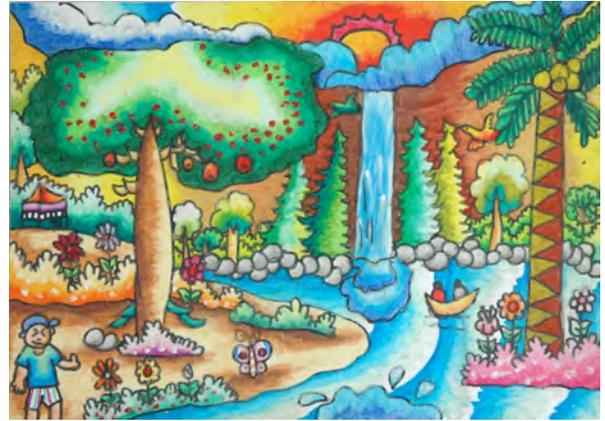
Existing examples of successful fire management and sustainable natural resources management in South Sumatra have been identified and the information shared with civil society organizations and the general public through environmental awareness and trainings. By making use of existing donor supported projects and with local networking initiatives, the lessons learned will be developed through an ongoing consultation processes at the national level in order to support the expansion of an enabling framework for Indonesia as a whole.

## Appendix 7: Children's colouring competition.

Below are some of the prize-winners from the children's colouring competition on the theme "Kelestarian Lingkungan" (protecting the environment) held in Palembang on 23 January, 2005. Some of these should be used to make a calendar for next year.



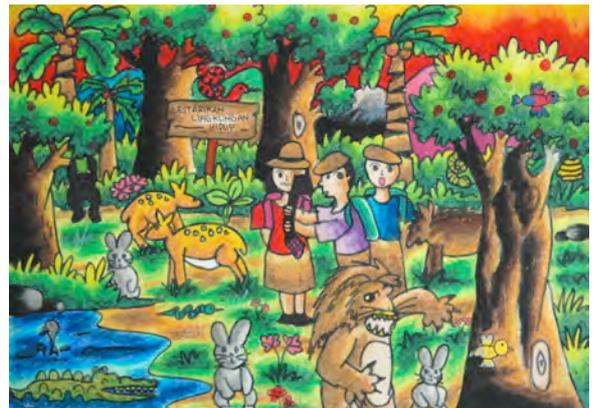
Alyasa Vincent H.



Andreas Y.



Cassandra Etania



Debby Farisa



Giovanni Karilla Ayu



Ryuga

In general, entries from the schools in Palembang (examples above) were of a much higher artistic standard than those from the schools in the districts (see page 8). However, holding the art competitions in the districts probably has a far greater impact and can be linked to specific fire awareness activities.

## Appendix 8: European Union, logo and style guide.

The Publications Office of the European Union has prepared an Interinstitutional style guide that covers the conventions for using the European Union logo and the structure of publications. The full guide can be viewed at:

<http://publications.eu.int/code/en/en-000500.htm>

When reproducing the European Union logo the colours used should be 100% Process Yellow, and Pantone Reflex Blue (100% Cyan and 80% Magenta).



In Part Two – General Publications, section 5.6.1. of this document under **The Structure of a Publication** the following information can be found for Type-set works:

- Founts:                   Univers or similar (sanserif):  
                                  roman and italic: light, medium, bold and extra-bold face.  
                                  Times or similar (with serifs):  
                                  roman and italic: medium and bold face.
- Headings and  
subheadings:           separated from the text below by one line space and above by a double line space.
- Text:                      justified or unjustified; paragraphs may or may not be indented; paragraphs separated  
                                  by a half line space.
- Running heads:       included in the overall type depth and underlined.
- Page numbers:       appear either on the same line as the running head, or at the foot of the page outside  
                                  the body of the text, centred, or at the outer edge of the page.

## Appendix 9: Abbreviations & Acronyms

ADB	Asian Development Bank
AKAD	Antar Kerja Antar Daerah (= Labour Recruitment from Districts)
AMDAL	Analisis mengenai Dampak Lingkungan (= Environmental Impact Assessment)
ASEAN	The Association of Southeast Asian Nations
ASOEN	ASEAN Senior Officials on the Environment
BAPPEDA	Badan Perencanaan Pembangunan Daerah (=Regional Development Planning Board)
BAPPENAS	Badan Perencanaan Pembangunan Nasional (= National Development Planning Board)
BFMP	Berau Forest management Project (European Union)
BKSDA	Balai Konservasi Sumberdaya Alam (= Natural Resource Conservation Bureau)
BMG	Badan Meteorologi dan Geofisika (= Meteorology and Geophisic Agency)
BPKH	Balai Pengukuhan kawasan Hutan (= Forest Area Consolidation Bureau, previously BIPHUT)
CBFiM	Community-based Fire Management
CI	Conservation International
CGIF	Consultative Group on Indonesian Forestry
CPO	Crude Palm Oil
CRISP	Centre for Remote Imaging, Sensing and Processing at the University of Singapore
Dephut	Departemen Kehutanan R.I. (= Ministry of Forestry)
DHV ANR	DHV Agriculture & Natural Resources BV
DIFID	Department for International Development (UK)
DIPNAS	Dinas Pendidikan Nasional (=National Education Board)
DPKH	Direktorat penanggulangan Kebakaran Hutan (= Directorate of Forest Fire Control)
EC	European Commission
ENSO	El Nino Southern Oscillation
EU	European Union
EUR	Euro
FA	Financing Agreement
FDR	Fire Danger Rating
FDRS/CIDA	Canadian Fire Danger Rating System Project
FFEWS	Forest Fire Early Warning Season
FFPCP-EU	Forest Fire Prevention and Control Project (European Union)
FIMP	Forest Inventory and Monitoring Project
FLB	Forest Liaison Bureau
GALAAG	Mangala Agni (Forest Fires Control Brigades MoF)

GIS	Geographic Information System
Gol	Government of Indonesia
GPS	Global positioning System
GTZ	Gesellschaft fur Technische Zusammenarbeit (=German Technical Co-operation Agency)
Ha	Hectare
HPG	Haze Prevention Group (of Indonesian private industry)
HPH	Hak Pengusahaan Hutan (Forest Concession)
HPHTI	Hak Pengusahaan Hutan Tanaman Industri (Industrial Plantation)
IC&V	Information, Communication and Visibility Plan
INFORM	Indonesia Forestry Media Campaign
IDR	Indonesian Rupiah
IFFM-GTZ	Integrated Forest Fire Management Project (GTZ)
ITTO	International Tropical Timber Organization
IUCN	The World Conservation Union
JICA	Japan international Co-operation Agency
LATIN	Lembaga Alam Tropika Indonesia (= Foundation of Tropical Indonesia Nature)
LH	Kementerian Lingkungan Hidup (= Department of the Environment)
MoF	Ministry of Forestry
MoFEC	Ministry of Forestry and Estate Crops
MoU	Memorandum of Understanding
MTU	Mobile Training Unit
MUBA	Musi Banyu Asin (name of Regency in South Sumatra)
NGO	Non Government Organization
NOAA	National Oceanic and Atmospheric Administration
OKI	Ogan Komering Ilir (name of Regency in South Sumatra)
PEM PROV	Pemerintah Provinsi (Provincial Government)
PT	Perseroan Terbatas (Limited liability Company)
P3MD	Perencanaan Partisipatif Pembangunan Masyarakat Desa (Participatory Village Development Planning)
RePPPProt	Regional Physical Planning programme for Transmigration
RRI	Radio Republic Indonesia
RS	Remote Sensing
RSGIS	Remote Sensing, Mapping and GIS Project Component
SCKPFP-EU	South and Central Kalimantan Production Forest Project (European Union)
SD	Sekolah Dasar (= Primary School)
SfDM	Support for Decentralization Measures (GTZ)
SFMP	Promotion of Sustainable Forest Management in East Kalimantan (GTZ)
SMART	Specific, Measurable, Achievable, Relevant, Timely
SMP	Sekolah Menengah Pertama (= High School)

SNRM	Sustainable Natural Resource Management
SSFFMP-EU	South Sumatra Forest Fire Management Project (European Union)
STE	Short-term expert
TA	Technical Assistance
TNC	The Nature Conservancy
TOR	Terms of Reference
TVRI	Television Republic Indonesia
UNDP	United Nations Development Programme
UPTD-PKHL	Unit Pelaksana Teknis Daerah – Pengelolaan Kebakaran Hutan dan Lahan (the Provincial Agency for Forest and Land Fire Management)
USAID	United States Agency for International Development
WALHI	Wahana Lingkungan Hidup Indonesia (Indonesian Forum for Environment)
WWF	World Wide Fund for Nature
YLBHI	Yayasan Lembaga Bantuan Hukum Indonesia (= Indonesian Legal Aid Foundation)

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