



EUROPEAN UNION
MINISTRY OF FORESTRY



South Sumatra Forest Fire Management Project
SSFFMP
**Refinement of Media and Awareness
Campaign Material
Assessment of Effectiveness**

Awareness Campaign Expert: Contract No 62 / 2006 / 1PM



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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.

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

Palembang, August 2006

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Ringkasan

(Summary Bahasa Indonesia)

Walaupun dengan kemauan politik yang masih rendah atau belum optimalnya penanggulangan kebakaran hutan dan lahan, di Propinsi Sumatera Selatan kejadian kebakaran sudah berkurang. Hal ini berkat usaha SSFFMP bekerja sama dengan Pemerintah Daerah dan Departemen Kehutanan.

Beberapa contoh pengelolaan kebakaran dan pengelolaan sumber daya alam yang berhasil di Sumatera Selatan sudah terbukti dan informasinya sudah disampaikan kepada kelompok-kelompok masyarakat dan masyarakat umum melalui peningkatan kesadartahuan akan lingkungan hidup dan melalui pelatihan-pelatihan. Pedoman umum sudah digunakan untuk meningkatkan kesadartahuan akan kebakaran sebagai pokok permasalahan, dan cara komunikasi yang lebih memusatkan pada kelompok tertentu dengan maksud untuk meyakinkan masyarakat untuk merubah kebiasaan dan melakukan tindakan nyata.

Tampilan yang konsisten (huruf, bentuk dan warna) akan membantu dalam mempermudah program SSFFMP dikenali, tapi pandangan secara keseluruhan terhadap program SSFFMP dan Uni Eropa lebih sering dipandang sebagai satu kesatuan dan dianggap sama sama. Pada saat program menginjak pada tahun terakhir, pandangan terhadap EU dan SSFFMP tidak perlu untuk ditingkatkan, tetapi lebih baik memilih pesan-pesan utama dan menyebarkan pembelajaran kepada umum.

Penyebaran beberapa materi kampanye merupakan masalah yang cukup sulit (jalan yang rusak dan kurangnya transportasi air) dan tidak ada Surat Keputusan dari Dinas Pendidikan Nasional Propinsi Sumatera Selatan untuk memakai buku-buku pendidikan dari SSFFMP sebagai materi yang masuk ke dalam kurikulum sekolah. Membantu masyarakat memproduksi material kampanye mereka sendiri akan mengatasi masalah penyebaran, dan langkah pertama dalam strategi ini adalah telah dilakukan dengan pelatihan/lokakarya *social marketing*.

Meskipun televisi sudah sangat jelas merupakan media yang paling banyak ditonton oleh masyarakat, akan tetapi tetap sulit menggunakan televisi lokal karena di beberapa daerah tidak dapat menerima siarannya. Kalaupun televisi nasional akan dipakai untuk kampanye, SCTV dan Indosiar merupakan dua stasiun TV yang mungkin paling efektif. Dua koran lokal 'Sumatera Ekspres' dan 'Sriwijaya Pos', mencakup sebagian besar wilayah di Sumatera Selatan. Demikian juga, 'Randik' dan 'Agribisnis' majalah yang sudah mempunyai banyak ulasan tentang kegiatan SSFFMP.

Sudah sangat jelas bahwa tidak ada alasan untuk program merubah cara memakai media tetapi dengan hanya tinggal satu tahun material dapat dibuat sebagai strategi untuk keluar (*exit strategy*). Sangat sulit mengharapkan kelompok setempat atau pemerintah propinsi atau kabupaten untuk mengembangkan media penyadartahuan/kampanye kebakaran setelah SSFFMP selesai. Jadi sangat penting program ini menyediakan waktu untuk mengumpulkan dan mempublikasi seluruh informasi, termasuk yang ada di Indonesia dan Internasional. Laporan akhir akan ditulis dan disebarluaskan dalam bentuk serial dengan desain dan layout sampul (*cover*) yang seragam dan termasuk dalam bentuk CD-ROM. Bagaimanapun juga SSFFMP mungkin akan membuat publikasi umum yang mudah dibaca dan diingat, seperti buku fotografi tentang kebakaran (dan oleh karenanya SSFFMP) di Sumatera Selatan. Publikasi tersebut harus bagus dan menarik dan dihargai oleh berbagai kalangan seperti pemerintah pusat, pemerintah daerah, dan masyarakat luas yang menerimanya.

Summary (English)

Despite a lack of political will or inability to deal with fire and its related issues, the province of South Sumatra has largely experienced a continuing reduction in the incidences of fire that must be due – in some part - to SSFFMP and its work with the provincial government and forestry department.

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. Wide-ranging and non-specific media coverage has been used to raise awareness of fire as a problematic issue, and more specific methods of communication have focussed on specific target groups with the aim of convincing people to change habits and take action.

Greater consistency of style (typefaces, format and colours) would help in presenting a unified and recognizable face to the program, but overall program visibility has been high even if SSFFMP and the European Union are more often than not viewed to be one and the same. As the program moves into the final year there is no reason to increase the visibility of either the EU or SSFFMP, but rather to highlight the message and publicise 'lessons learnt'.

Distribution of some materials has been a problem due to physical difficulties (poor roads and lack of river transport) and there is still no directive from the district Education Board for SSFFMP's educational materials to be use in the Province's curriculum. Helping communities produce their own materials will go some way to overcoming problems with distribution, and the first step in this strategy has been done with a social marketing workshop.

Although television is clearly the media most seen by communities, it will be difficult to use local television as it cannot be received by all villages in the three priority districts. If national television is to be used in a campaign, SCTV and Indosiar are the two stations that would be most effective. Two local newspapers, '*Sumatera Ekspres*' and the '*Sriwijaya Pos*', cover most areas in southern Sumatra. Likewise, '*Randik*' and '*Agribisnis*' magazines that already have large coverage of SSFFMP activities.

It is clear there is no reason for the program to substantially change its use of media, but with only a year left to run, further SSFFMP materials should be made with an exit strategy in mind. It would be unrealistic to expect local groups or provincial institutions to generate the present amount of fire awareness media after SSFFMP finishes, so it is important that the program spends the last year publicising the information it has collected, and the work it has done – throughout Indonesia and internationally where appropriate. A series of final reports will be written and distributed for which a unified cover design and layout should be produced and a CD Rom of documents could be included with their circulation. However, SSFFMP may wish to produce a publication more general in nature that would be read and remembered, such as a photographic book on fire (and consequently SSFFMP) in south Sumatra. A publication that would be both attractive and interesting - and valued by the government ministers, officials, and the other people it would be given to.

1. Introduction

The South Sumatra Forest Fire Management Project (SSFFMP) is the only fire project still operating in Indonesia, yet this does not mean that the ongoing problem of burning and haze across Indonesia has in any way decreased. Indeed, fire continues to be a reoccurring, annual dilemma, whose severity depends more on the prevailing weather conditions than with any awareness of the problems or a change in behaviours.



Farmer using fire to clear land, Indralaya, south Sumatra, August 2006.

Yet despite the overall lack of political will or inability to deal with fire and its related issues, the province of South Sumatra has largely experienced a continuing reduction in the incidences of fire, a statistic that becomes more apparent if compared to the neighbouring provinces of Riau and Jambie. This must be due largely to the SSFFMP and its work with the provincial government and forestry department.

Since its inception in January 2003, SSFFMP has helped facilitate the establishment of a coordinated system of fire management at province, district, sub district, and village level - with the objective being 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.

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. 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-Forum (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 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. 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 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.



Fire training exercise, Tanjung Agung Utara village, July 2006.

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. Wide-ranging and non-specific media coverage has been used to raise awareness of fire as a problematic issue, using messages that are simple and direct, and directed across all target groups. More specific methods of communication involving persuasion, presenting arguments and disseminating information has been focussed at specific target groups with the aim of convincing people to change habits and take action.

A summary of the SSFFMP fire awareness materials and campaigns that have been produced follows in the next chapter.

2. SSFFMP fire awareness materials and campaigns to date

I. School and education materials

Two booklets (one for teachers and one for schoolchildren - class 5, Primary school¹) entitled “*Desa Ilalang*” were adapted from the 1995 – 98 Forest Fire Prevention and Control Project (FFPCP)². 1,000 teacher’s booklets and 5,000 schoolchildren’s booklets were printed in 2003, and another 10,000 schoolchildren’s booklets were printed at the end of 2004/beginning of 2005. A further 10,000 books (7,500 for students and 2,500 teacher manuals) were printed at the end of 2005.



Schoolchildren with the book ‘Desa Ilalang’ in Kali Berau, south Sumatra.

The books have been distributed either through the Government Education Department, or directly given to teachers at training workshops. All schoolchildren who have received the books have been given them by their schools.

Workshops have been organized for giving guidance on using the booklet, and in training teachers as environmental education facilitators. The first 4 teacher-training workshops were carried out by the POKJA (working group) of the Multi Stakeholder forum and held in the 3 districts of Musi Banyuasin, Banyuasin and Ogan Komering Ilir. 3 further trainings were conducted in South Sumatra by facilitators from the Environmental Education Network (Yogyakarta).

The possibility exists for “*Desa Ilalang*” to be incorporated into the local education curriculum content and a workshop will be held in September 2006 to discuss this. However if there is still no concrete commitment from the Education Department towards “*Desa Ilalang*” after this date, it is unlikely that any more editions will be printed and the remaining copies simply distributed to schools within the area.

No formal letter from the National Education Board (DIPNAS) giving schools the authorization to use “*Desa Ilalang*” has ever been received.

¹The structure of formal education consists of primary (SD), junior secondary (SLTP), senior secondary (SLTA) and vocational or technical secondary education (SMK). In 1989, primary school and junior secondary school were integrated into 9-year basic education under educational law no. 2, later formalised through a presidential decree in 1994.

²The ‘*Desa Ilalang*’ bookl was written by FFPCP staff and scriptwriter and a local artist was employed to illustrate the messages. Printing was done in Palembang with a colour cover and contents in black and white. 2,000 booklets were produced by FFPCP.

II. Banners, billboards, exhibitions and posters.

SSFFMP has used street banners (spanduk) to impart simple messages and raise the profile of the project. In this they have been relatively successful but their shortcomings are in the amount of text they can use, and the time they are on show before they are removed (on average two to three months). 200 street banners were made and displayed in 2005, 100 in the Ogan Komering Ilir district and 100 throughout the Musi Banyuasin district. 25 small billboards were initially put up in the Banyuasin district and a further 25 billboards were made in 2005 for the Ogan Komering Ilir district. No banners or billboards have yet been made in 2006, but in April of this year an illuminated wall-display was put up in the departure lounge of the new airport building³.



SSFFMP has had displays at a number of exhibitions; in particular at the Provincial City Expos in 2004/05/06, and the Indonesian Environmental Day Exhibitions at the Jakarta Convention Centre. While the City Expos have a local audience, the Jakarta Convention Centre exhibitions have been focussed more on the profile of the EU. A National Fire Readiness Drill (Apel Siaga Api Nasional) was held on the 17 June, 2006 and attended by the President of Indonesia, Susilo Bambang Yudoyono in the Palembang Jakabaring Stadium. SSFFMP had one stand at this event, for which good quality, locally produced exhibition panels were produced and these could be used for further displays.

Since the inception of the project, a number of posters have been printed and distributed. All are approximately 50 x 70 cm in size and while two general fire designs have been produced, the other posters have been linked to various local events and correspond to the annual, one-month contract of the International Awareness Expert. The two general poster designs that were printed in Jakarta in the beginning of 2005 are of a poor quality and the designs lack impact - the text is difficult to read and the main photographs uninspiring. More than 5,000 of these posters were printed and many are still left in the office.

The two posters that were printed locally⁴ for the Palembang PON XVI games are much better. 4,000 posters (2,000 of each design) were printed and all have been distributed or given away. A similar style poster was produced in 2005, linking the issue of smoke with the opening of the new airport in Palembang. A meeting was held with Sriwijaya Airlines to see if they were interested in jointly sponsoring the poster but there was no further follow-up from them so the name of the airline was removed on the photograph of the plane so that the project could not be seen to be promoting any particular company. 2,500 posters were printed of this design and distributed to related institutions, including a number of travel agencies. A design for another poster to be printed and distributed this year is currently under way.

³Rp. 55.000.000,- for 1 year (roughly US \$ 8,000.-)

⁴P.T. Rambang, Palembang

III. Film and television

Film shows were initially organized in 5 villages in the Musi Banyuasin district and as there were few films that related directly to fire, other films were shown to attract the audience with fire included as part of the discussion afterwards. Since then SSFFMP have produced their own film on fire – “It’s Getting Hot in Here” (Di Sini Semakin Panas) using a German short-term consultant⁵ along with TVRI (Television Republic Indonesia, the government sponsored television channel with local content). The film has not been shown on television but VCD copies have been distributed and shown at workshops and seminars. There are both English and Indonesian versions of the film.

A half hour, live interactive TV discussion in cooperation with the Forestry Department was aired on television in September 2004, and another half hour talk show featuring the SSFFMP co-director was aired in 2005 on TVRI.

The national television station, SCTV has started to use SSFFMP to obtain data on the fires and location of hotspots in South Sumatra.

IV. Radio

A radio campaign was started in August 2004 with another, three-month campaign aired from July to October 2005 comprising of 5 different spots or adverts in local languages, 6 times a day on RRI (Radio Republic Indonesia). Negotiations are under way to air another radio campaign for this year. A number of local radio stations (Smart FM, Sriwijaya FM) now use SSFFMP to obtain data on the fires and location of hotspots in the province.

V. Newspapers and local magazines

Initially, newspaper coverage of SSFFMP was mainly 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 appeared sporadically in the printed media, but more recently, journalists from local newspapers have begun using SSFFMP to obtain data on the fires and location of hotspots in the province. This is a reflection of the growing relationship between the project and the local journalist’s network.

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 (Rp. 10.500,-).

‘*Weather and Fire Info Bulletin*’ is produced by the Centre for Forest and Land Fire Detection (Pusat Pengendalian Kebakaran Hutan dan Lahan) in association with SSFFMP. The bulletin contains information on the weather, hotspots and Fire Danger Rating for South Sumatra.

⁵Sonia Hazeman

VI. Internet and web sites

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 booklet is useful and has been generally well received.

The SSFFMP web site continues to be regularly updated and targeted towards an audience generally outside of South Sumatra⁶. Between 1 March 2004 and 21 June 2005, the web site received 83,690 visitors. General information, SSFFMP reports and events can all be downloaded from the website at: www.ssffmp.or.id and thematic maps at www.ssffmp.or.id/fis

A related website www.cagak.com is regularly updated with news of fires and hotspots in South Sumatra while other related websites are listed in the booklet produced by Solichin.

VII. SSFFMP Publications

Hot Spot magazine: Editions have been printed in January 2004, July 2004, April 2005, October 2005, and April 2006. Another edition is currently under production. The bulletin was initially scheduled to be produced every three months with a 1,000 print run targeted at Government Institutions, NGO's and Universities. Following recommendations from the International Awareness Expert, the bulletin has undergone something of a re-design for the last two editions, giving it a more '*magazine type look*' and making it more attractive and easier to read.

Calendar: 2,000 copies of a 2006 Calendar were produced at the end of 2005. The calendar featured pictures from a children's painting competition and all copies were quickly distributed.

Fire Training Materials: A manual to be used with fire training has been produced and is updated every year. It is not for the general public.

Information Manuals: 3 technical manuals have been produced in an A5 format dealing with 'How to find information on Forest Fires through the Internet', 'The use of ArcView GIS for Hotspot detection', and "The use of metrology tools.'

Booklets: A number of booklets have been produced on project activities. The booklets are generally A5 in size and feature between 12 and 24 pages. The first booklet to be produced was on Community Development and more than 1,000 were produced. The booklet is presently being updated. A book on 'Land Use Planning'⁷ has been produced (500 copies) and a second book in the series on Land Use Planning is currently under production. A similar booklet on 'Traditional Methods of Burning'⁸ has been printed. A booklet 'Gender-sensitive approaches in community-based fire and natural resources management' is currently under production in both English and Indonesian versions (see appendix 1).

⁶In a 2004 Sriwijaya 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.

⁷Empat Tahap dalam proses Perencanaan Penggunaan Lahan Desa

⁸Pengendalian Kebakaran Hutan Tradisional

VIII Social Marketing

A six day training course in Social Marketing⁹ was conducted at Indralaya (75 km from Palembang) in August 2006. There were twenty participants, mainly agriculture extension workers although two were from the Department of Religion. The course was conducted by three facilitators from RARE, together with Mochammad Saleh - the SSFFMP training and awareness specialist, and volunteers from Sriwijaya University.



Dwi, a facilitator from the Women's Study Centre at Sriwijaya University, explains how to input questionnaire data to participants.

The aim of the course was to introduce the participants to the concept of 'social marketing', given them some practise in how to proceed, and arrange a continuation or follow-up. For the follow-up, three groups will be formed from the participants based on the districts. Each group will make a proposal for an outreach and extension program on reducing forest and land fires using social marketing techniques, and these proposals will be evaluated by SSFFMP. The groups will then spend three months implementing the proposal, during which time they will be supported by SSFFMP for some media and materials, and at the end there will be a small workshop to look at lessons learnt.

⁹There s no strict definition for 'Social Marketing' but generally it is a way of presenting social issues in an advertising context so that people 'buy-into' behavioural change. For more information see appendix 5.

3. Assessment of SSFFMP materials

The steady, continuous production and distribution of various awareness materials over the past 3 years has helped raise the issue of fire, provided information, and increased the profile of the project. Two recent surveys commissioned by SSFFMP show how effective - or otherwise - some of these materials are.

I. Desa Ilalang

The first survey that took place from April to June 2006, studied the use and distribution of '*Desa Illalang*' books in the three priority districts of South Sumatra. Six schools were examined, but in three of these schools the books were never used because the schools had never received them. Of the three schools that used the books, all the teachers said that they could not finish teaching the contents of the books within one semester. Some teachers had difficulty in teaching the books because they had not received the teacher's manual. The motivation for the teachers to use the books varied, but the foremost reason was if they received instructions to do so from the Education Board (Diknas). In all the schools surveyed, teachers had been on a training course about using '*Desa Illalang*', even if their schools had never received the books.

Of the students who read the book, all thought that it was interesting, easy to understand and related to the conditions of their village. They considered both the issues covered in the book and the illustrations interesting, but in general they liked the text more than the drawings.

There was a mixed response from the district Education Boards as to whether the book fits with the 2006 curriculum, although there was general agreement that the book was useful in teaching environmental education.

Regarding distribution of the books, the main problem is in transport, either the cost or the difficulties of delivering the books to settlements along the rivers (Banyuasin).

Two recommendations from the survey are that if the book is going to be included in the local curriculum the materials in the book should be further developed to fit with local conditions, and that the district Education Boards should give a directive for the book's use.

The survey was carried out through interviews and from a questionnaire that had been prepared in advance. However the survey sample was relatively small, six schools were surveyed of which only three actually used the book. Seven officials from the Education Boards were interviewed, twelve teachers and ten students. This explains the very general statistics, so while not detracting from the report's findings, it does not give sufficient detail for an in-depth assessment of '*Desa Ilalang*'.

II. Media used by the communities for information regarding forest and land fires and the community's perception of SSFFMP

This survey that also took place from April to June 2006, studied the media used by communities in six villages within the three priority districts, and the community's knowledge and perception of SSFFMP. It also looked at what types of media were most likely to be believed by the communities, and the most effective strategy to give information of forest and land fires.

In each of the six villages, the sample taken was ten per cent of the total population.

In all six villages, people had heard about SSFFMP but their source of information about the project varied from village to village. In Bayat Ilir and Riding the majority of

the community had heard about SSFFMP through outreach campaigns; in Pagar from listening to the news; in Ujung Tanjung from posters and calendars; in Talang Lubuk from banners; and in Muara Telang from billboards. However in all villages there had been contact with SSFFMP through people involved in project field activities. The largest percentage of these were from fire training, followed by community development activities and, somewhat less, land-use planning.

No difference was seen between SSFFMP and Uni Eropa (Europe) so that in the six villages they are viewed to be one and the same.

From the survey it is clear that the distribution of posters has been uneven, but of the respondents who received posters, eighty-five percent put the poster up. The majority of these were displayed in public places where people could see the poster. Calendar distribution has been less (none were received in Riding), and in general people liked the calendar for the content rather than the pictures.

All respondents interviewed watched television, but the limiting factor is electricity. Only one village, Riding, is on the national grid and in the other five villages people had to use generators. High fuel prices restrict people to watching the television in the evening only, so it is no surprise that the peak viewing times are between seven and nine at night. Not all television stations can be received in all villages but out of the six villages surveyed, SCTV was the most watched, followed by Indosiar. News and soap operas were the programs most viewed.

There was a fairly high (71%) figure for people who often read newspapers, although people admitted it is difficult to obtain newspapers on a regular basis, with a much higher percentage reading a newspaper between one to three times a week, as opposed to four to five times a week. The *'Sumatera Ekspres'* is the most common newspaper read, followed by *'Sriwijaya Pos'*. Some respondents also said they like to look at magazines but these figures are much lower than for those reading newspapers.

Listening to radio is listed slightly higher than people who read newspapers (75%), but there is no specific time when people listen. News and music are the items that people are most likely to listen to. RRI (Radio Republic Indonesia – the government radio channel) was the station most frequently heard, though two surveyed villages in the Musi Banyuasin district could not pick up the Palembang signal clearly and therefore tuned in to the transmission from Jambi.

Generally the figure most trusted by communities is the village head but this obviously depends to a certain extent on who that is – for example nobody in Bayat Ilir trusted information given to them by their village head! Village meetings were seen to be a venue where people receive information in all six villages.

Some conclusions from these two surveys will be looked at more closely in the next chapter when considering recommendations for further SSFFMP awareness and increased visibility.

III. Presentation of materials

In making an assessment of SSFFMP media and awareness materials and their effectiveness, it might be thought that the materials lack consistency. Strictly enforced rules regarding the use of colour, typefaces, or overall presentation haven't always been followed (two of the A5 program booklets look like they could have been made by a completely different program; the colours used on the covers are a yellow/brown and black – colours that have no direct relation to the EU or fire) and some T-shirts, banners or reports use very different typefaces that look like they are more the whim of the person or people who produced them, rather than from a single, coherent program.

Yet the use of the logos (EU, South Sumatra Province and Forestry Department) has been consistent and this is probably enough to link everything back to the single program. After all, changing the colour of a t-shirt helps to introduce variety and may even help link it to a specific event. Besides which, this is not something that will damage the image of the project although greater consistency would certainly help in presenting a unified and recognizable face.

This lack of consistency can be traced to the fact that Awareness materials only began to be considered practically, one year after the program had started. By then media materials from other programs had been incorporated into SSFFMP with varying degrees of adoption. The Si Pongo mascot from the fire programs in Kalimantan has been used sporadically on some materials, despite the fact that there are no orang-utans in the three priority provinces of South Sumatra. An argument could be made that by using Si Pongo it links the materials of SSFFMP with other fire programs, but as none of these other fire programs now exist there is little reason to keep using a logo that has no relevance to South Sumatra.

It is perhaps ironic that the only specific educational publication produced by SSFFMP – the book *'Desa Ilalang'* has been lifted straight from a previous project. On the other hand, if it works – why not! The effectiveness of the materials is more important than their superficial image.

The second reason for this lack of consistency is that awareness has been closely tied to training and in the first years of the program, more emphasis was placed on training than in developing a campaign appearance. The person in charge was understandably more concerned with producing a relevant training program than in enforcing a coherent image.

More serious could be the lack of a consistent message and it can be argued that producing a booklet on the 'Traditional Methods of Burning' rather contradicts the efforts to stop people using fire. However if this booklet is explained and used in the right context, it should be seen as adding to the program rather than going against the core message.

Overall, SSFFMP media and awareness materials have been generally effective, if somewhat limited by distribution. It is however interesting to note that the survey of media materials concluded that the community's knowledge of SSFFMP comes much more from contact with staff and field programs (51%) than from any particular media – of which posters were rated the highest at just over 16%. It is not clear if this is due to people taking no notice of the media materials produced, or because they have not been exposed to them through distribution problems.

4. Recommendations for further SSFFMP awareness and increased visibility

From the previous surveys and a general assessment of SSFFMP media and awareness materials, it is clear there is no reason for the program to change in its approach or use of media. There are some recommendations that can be implemented from the two surveys, but it should be noted that with only a year left to run, further SSFFMP awareness and campaign materials should be made with an exit strategy in mind.

I. Desa Ilalang

While *'Desa Ilalang'* could be improved and probably needs revision, without a directive for the book's use from the district Education Board, the book will continue to be used sporadically. A workshop will be held in September 2006 to discuss this, and if there is no concrete commitment from the Education Department towards *'Desa Ilalang'* after this date then there is little reason for SSFFMP to continue to reprint and distribute the book on the district level. As part of an environmental education program *'Desa Ilalang'* can be included in the local content of a school's curriculum, and at the workshop in September it is hoped a speaker from the National Education Department will attend and clarify this.

II. Media for communities regarding forest and land fires and for an increased awareness of SSFFMP

General, fire awareness posters should continued to be produced and linked to local events wherever possible. This year is perhaps more difficult as the one significant event – the National Fire Readiness Drill in Palembang has already taken place but for next year the *'Kontak Tani Nasional'* (a National Agricultural jamboree) will be held in Palembang in July and most probably attended by the President. Poster designs for early next year should be integrated with this.

Calendars should again be produced and if possible made in a format that is not too heavy to aid distribution.

Although television is clearly the media most seen by communities, it will be difficult to use local television as TVRI Palembang – the station that will carry local content – can not be received by all villages in the three priority districts. If national television is to be used for a campaign, SCTV and Indosiar are the two stations that would be most effective.

The two local newspapers that should be used are the *'Sumatera Ekspres'* and the *'Sriwijaya Pos'*, together they cover most areas in southern Sumatra. Likewise, *'Randik'* and *'Agribisnis'* magazines.

Because of problems with distribution, any media materials produced should be considered carefully to ensure that they will reach their target audience. Helping communities produce their own materials will go some way to overcoming this and will be a major step forward in any exit strategy.

III. Presentation of materials

Future SSFFMP materials should strive to be more consistent in their appearance. The EU blue and red (for fire and the colour of the fire-fighters uniforms) should be the dominant colours used, along with the Arial typeface. One single cover design should be produced for the series of final reports at the end of the project and a specific layout for the report contents adhered to.

IV. Focus

While the focus for the coming year's education materials will depend on the workshop in September, another concentration will be targeting communities through the Balai Penguluh Pertanian (BPP) or the District Agricultural Extension unit. As a focal point for agricultural information and data, it is hoped that by introducing fire awareness materials here, it will reach a more targeted audience. Already some of the more recent training and extension campaigns by SSFFMP have a greater focus on agricultural sector than forestry. Again, helping BPP produce their own fire awareness materials should be part of SSFFMP's exit strategy.

V. Visibility

From the results of the two recent surveys it is clear that both the EU and SSFFMP are well known, even if the distinction between the two is not clear to most people. This confirms finding from previous surveys.¹ As the program moves into the final year there is no reason to increase the visibility of either the EU or SSFFMP, but rather to highlight the message and publicise 'lessons learnt'.

¹Two surveys were carried out by the agricultural faculty of Sriwijay University at the end of 2004. 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.

5. Exit Strategy

The fact that land and forest fires continue to occur in South Sumatra does not mean that SSFFMP has been a failure, rather that there is still work to be done and this will continue for a long time after the project has finished.

Regarding awareness and media campaigns, some recommendations for an exit strategy have already been mentioned in the previous chapter – particularly working with BPP and communities to produce their own fire awareness materials. This fits with the social marketing training that has now been started. Working groups from the Multi Stakeholder Forum have taken part and helped facilitate some trainings and it is hoped that members will continue to be active, although it would be unrealistic to expect them, or *Warta Hijau* (a magazine that was produced by a consortium of NGO's), to generate much without the support of SSFFMP or other institutions.

No doubt the Forestry Department will continue to sporadically produce their own idiosyncratic posters on forest fires and the newspapers will continue to print stories on the haze and burnings when it becomes news. This of course does not constitute an awareness campaign but it may be the best that can be expected if there is no dedicated promotion of the issues associated with fire.

SSFFMP has already started to publicise information and some of the work it has done through the A5 technical manuals and booklets, and these should be distributed as widely as possible – throughout Indonesia and internationally where appropriate. A series of final reports will be written and distributed (for which a unified cover design and layout should be produced) and a CD Rom of documents could be included with their circulation. However, SSFFMP may wish to produce a publication more general in nature that would be more likely to be read and remembered, such as a photographic book on fire (and consequently SSFFMP) in south Sumatra. The book would not need to be large and a substantial part of it would be background on south Sumatra with striking colour photographs, interwoven with sections on fire and the achievements of the project. The text would be kept to a minimum so that it would be easy to produce a layout using both English and Indonesian. As the book would be both attractive and interesting, it will hopefully be read and valued by government officials, ministers and the public figures that it would be given to. A book that would be kept on the coffee table to be looked at and read, rather than a report filed in a bookcase.

Appendix 1: Gender booklet

Working with the gender team, an A5 size booklet is under production to increase gender visibility. Many of the photographs included in the book were taken during a field trip to the village of Tanjung Agung Utara in the Musi Banyuasin district where 13 women attended the fire fighting training during 27 – 29 July, 2006. Cartoons were drawn specifically for the book.

Gender-sensitive approaches in community-based fire and natural resources management

European Union, South Sumatra, Department of Forestry

7
Press-Raising for SSFFMP Staff and Holders
 ... workers from non-
 ... tal organisations and
 ... t officials at district and
 ... level attended awareness
 ... shops to understand the
 ... cept and its importance
 ... y-based Fire

Is it not in a man's nature to wash the dishes?

3
Community-based Fire

Sex Roles
 ... are connected to the
 ... biological functions
 ... of the body, such as

Gender Roles
 ... are constructed by members
 ... of society
 ... are linked to norms and values
 ... to age, ethnic
 ... economic status
 ... parents,
 ... peer groups

discovered that women are already
 involved in fighting fire, but they do it
 without protective clothes or boots, and
 they receive no training in the best way
 to do it. Fire management is much more
 than fighting the burning fire. It is also about
 preventing fires getting out of control.

Community based Fire management
 includes :

- detection and monitoring of fire dangers
- organisation of fire prevention and fire spreading measures
- training of people who can put out fires.

Beginning in 2005,
 SSFFMP has included
 women in village-level fire
 fighting training.

Is it not against a woman's soft and tender nature to go into a blaze and try to extinguish it?

complementary roles.
 and needs.
 en's and men's capacities
 ment of society.

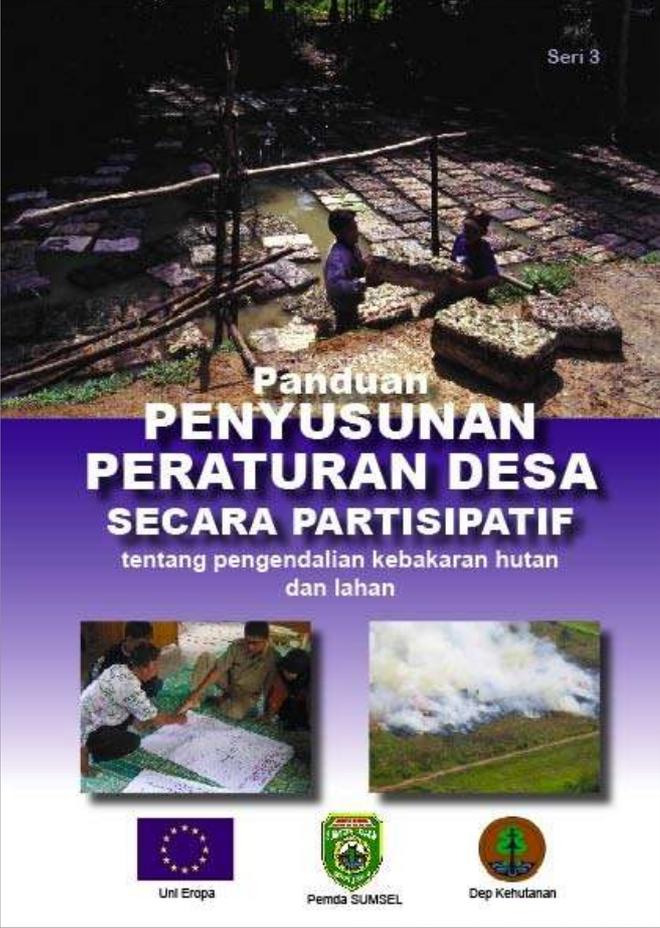
Appendix 2: Gender poster

Using some of the same materials that were part of the gender booklet, a simple poster has been put together. The caption from the cartoon figure says “If they can do it, I can do it!”



Appendix 3: Land-use Planning booklet

In a similar style to the gender booklet is one on Land-use Planning. Consistency is maintained through size, layout, choice of colours and typefaces.



Seri 3

**Panduan
PENYUSUNAN
PERATURAN DESA
SECARA PARTISIPATIF**
tentang pengendalian kebakaran hutan
dan lahan








Uni Eropa Pemda SUMSEL Dep Kehutanan

4

yang dilarang kecuali untuk tujuan-tujuan khusus dan dapat dilakukannya berdasarkan izin dari pejabat yang bertanggung jawab tentang pengendalian kebakaran, pemadaman, pencegahan, dan pemertanian harus dilakukan oleh pemilik izin dan penanggung jawabnya, serta langkah-langkah yang harus dijadikan acuan oleh Pemerintah Daerah Propinsi dan Kabupaten/Kota.

Peraturan tersebut di atas, dan juga pengaturan di tingkat Kabupaten/Kota (sesuai UU No. 18 Tahun 2004 Tentang Perkebunan), dan Peraturan Daerah Kabupaten/Kota (tentang kebakaran hutan di tingkat desa, walaupun ada ketentuan bahwa akan ada ketentuan lebih lanjut dari peraturan tersebut).

Sejumlah desa tertentu seperti yang terdapat di beberapa Kabupaten/Kota di Sumatera Selatan, dari data penelitian yang pernah dilakukan menunjukkan bahwa penyebab kebakaran hutan dan lahan, maka salah satu faktor yang menyebabkan terjadinya kebakaran hutan dan lahan adalah kurangnya pengetahuan masyarakat yang dijadikan acuan oleh Pemerintah Daerah Propinsi dan Kabupaten/Kota.

Hal ini ditegaskan kembali di dalam Peraturan Daerah Kabupaten/Kota yang menyebutkan bahwa desa atau yang disebut dengan nama lain, adalah kesatuan masyarakat hukum yang mempunyai batas-batas wilayah, berwenang untuk mengatur dan mengurus kepentingan masyarakat setempat berdasarkan asal-usul dan/atau dibentuk dalam wilayahnya, sebagai bagian dari sistem pemerintahan daerah yang berkedudukan di kabupaten/kota, sebagaimana dimaksud dalam Undang-Undang Dasar Negara Republik Indonesia Tahun 1945. Landasan pemikiran dalam pengaturan mengenai desa adalah keanekaragaman, partisipasi, otonomi asli, demokratisasi dan pemberdayaan masyarakat. Undang-undang ini mengakui otonomi yang dimiliki oleh desa ataupun dengan sebutan lainnya dan kepada desa melalui pemerintah desa.

Sebagai perwujudan demokrasi, dalam penyelenggaraan pemerintahan Desa dibentuk Badan Permusyawaratan Desa atau sebutan lain yang sesuai dengan budaya yang berkembang di Desa bersangkutan, yang berfungsi sebagai lembaga pengaturan dalam penyelenggaraan pemerintahan Desa, seperti dalam pembuatan dan pelaksanaan Peraturan Desa, Anggaran Pendapatan dan Belanja Desa, dan Keputusan Kepala Desa. Di desa dibentuk lembaga kemasyarakatan yang berkedudukan sebagai mitra kerja pemerintah desa dalam memberdayakan masyarakat desa⁴.

Salah satu aspek penting yang menyangkut kepentingan desa – dalam hal ini desa-desa yang terkena atau mengalami kebakaran hutan dan lahan, adalah upaya pencegahan terjadinya kebakaran hutan dan lahan. Dari perspektif hukum, tentulah dibutuhkan suatu perangkat hukum yang dapat

⁴UU No. 32 Tahun 2004 Tentang Pemerintahan Daerah, penjelasan Umum



Appendix 4: Calendar 2007

Calendars are generally well received and one design for 2007 uses some of the photographs taken during the fire training exercise at the village of Tanjung Agung Utara.



 FEBRUARI 2007						
Minggu	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



 MARET 2007						
Minggu	Senin	Selasa	Rabu	Kamis	Jumat	Sabtu
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Appendix 5: Social Marketing

Social marketing was "born" as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to "sell" ideas, attitudes and behaviors. Kotler and Andreasen define social marketing as "differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society."

Like commercial marketing, the primary focus is on the consumer - on learning what people want and need rather than trying to persuade them to buy what we happen to be producing. Marketing talks to the consumer, not about the product. The planning process takes this consumer focus into account by addressing the elements of the "marketing mix." This refers to decisions about:

- 1) The conception of a Product,
- 2) Price,
- 3) Distribution (Place), and
- 4) Promotion.

These are often called the "Four Ps" of marketing. Social marketing also adds a few more "P's."

Product: The social marketing "product" is not necessarily a physical offering. A continuum of products exists, ranging from tangible, physical products to services, practices and finally, more intangible ideas (e.g., environmental protection). In order to have a viable product, people must first perceive that they have a genuine problem, and that the product offering is a good solution for that problem. The role of research here is to discover the consumers' perceptions of the problem and the product, and to determine how important they feel it is to take action against the problem.

Price: refers to what the consumer must do in order to obtain the social marketing product. This cost may be monetary, or it may instead require the consumer to give up intangibles, such as time or effort, or to risk embarrassment and disapproval. If the costs outweigh the benefits for an individual, the perceived value of the offering will be low and it will be unlikely to be adopted. However, if the benefits are perceived as greater than their costs, chances of trial and adoption of the product is much greater.

In setting the price, particularly for a physical product there are many issues to consider. If the product is priced too low, or provided free of charge, the consumer may perceive it as being low in quality. On the other hand, if the price is too high, some will not be able to afford it. Social marketers must balance these considerations, and often end up charging at least a nominal fee to increase perceptions of quality and to confer a sense of "dignity" to the transaction. These perceptions of costs and benefits can be determined through research, and used in positioning the product.

Place: describes the way that the product reaches the consumer. For a tangible product, this refers to the distribution system, including the warehouse, trucks, sales force, retail outlets where it is sold, or places where it is given out for free. For an intangible product, place is less clear-cut, but refers to decisions about the channels through which consumers are reached with information or training. This may include doctors' offices, shopping malls, mass media vehicles or in-home demonstrations. Another element of place is deciding how to ensure accessibility of the offering and quality of the service delivery. By determining the activities and habits of the target audience, as well as their experience and satisfaction with the existing delivery system, researchers can pinpoint the most ideal means of distribution for the offering.

Promotion: Finally, the last "P" is promotion. Because of its visibility, this element is often mistakenly thought of as comprising the whole of social marketing. However, as can be seen by the previous discussion, it is only one piece. Promotion consists of the integrated use of advertising, public relations, promotions, media advocacy, personal selling and entertainment vehicles. The focus is on creating and sustaining demand for the product. Public service announcements or paid ads are one way, but there are other methods such as coupons, media events, editorials, "Tupperware"-style parties or in-store displays. Research is crucial to determine the most effective and efficient vehicles to reach the target audience and increase demand. The primary research findings themselves can also be used to gain publicity for the program at media events and in news stories.

Additional Social Marketing "P's"

Publics: Social marketers often have many different audiences that their program has to address in order to be successful. "Publics" refers to both the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.

Partnership: Social and health issues are often so complex that one agency can't make a dent by itself.

You need to team up with other organizations in the community to really be effective. You need to figure out which organizations have similar goals to yours - not necessarily the same goals - and identify ways you can work together.

Policy: Social marketing programs can do well in motivating individual behaviour change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

Purse Strings: Most organizations that develop social marketing programs operate through funds provided by sources such as foundations, governmental grants or donations. This adds another dimension to the strategy development - namely, where will you get the money to create your program?

Appendix 6: 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 (sans serif): 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, centered, or at the outer edge of the page.

Appendix 7: 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	Manggala 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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