

A HISTORY OF IFFM/GTZ'S CO-OPERATION WITH YAYASAN MUTIARA INDONESIA (KAK SETO)

1. Background

In 1982/83 extensive forest and grass fires devastated 3.5 million hectares of East Kalimantan forest. Similar fires occurred again in 1987, 1991 and 1994. In 1997/98 the damage was even greater, extending over an area of more or less 5.2 million hectares.

The conditions that lead to such devastation were influenced by El Niño. It has been estimated that drought conditions re-occurred every 3-4 years in Indonesia. Each time El Niño conditions arise, the fire danger rating reaches extreme levels.

Almost all forest fires are caused by human actions, like preparing land for plantations, transmigration and farming. Fire is considered to be the cheapest and easiest method of land clearing. People do not have enough information about forest functions, the danger of forest and grass fires and the wider effect that this has on animal and plant life. Thus, one of the most effective ways to reduce the danger of forest and grass fires is to increase community awareness about forest functions, as well as the risks, danger and affects of forest fire through environmental education.

A strategic target group for environmental education concerning forest fire prevention is children. Children are keen to learn and explore new ideas. As the next generation they must be guided through an approach that is aimed directly at them as well as one that involves parents and other adults. IFFM felt it was necessary to work with another organisation that had greater experience in the area of children's education. This organisation must be able to assist with the main objective of socialisation on a national scale for forest fire prevention using a mascot already created by the Department of Forestry, 'Si Pongi'. Given the success they had had with introducing 'Si Komo' who also presented environmental messages such as litter prevention. Yayasan Mutiara Indonesia (Kak Seto) was an ideal choice. This organisation had vast experience in the area of children's education via television, printed matter as well as live shows. It was hoped that by working together with Yayasan Mutiara Indonesia (Kak Seto), IFFM would be able to popularize the mascot and the fire prevention message without interrupting wider co-operations with other partners.

2. Aims and Accomplishments

The aim of working with Yayasan Mutiara Indonesia (Kak Seto) was to increase efforts to popularize 'Si Pongi' as a forest fire prevention mascot. The forest fire prevention message needed to be carried to as widely as possible into regional areas as well as nationally in an on going undertaking.

Expected results from this co-operation included:

- ❖ Make 'Si Pongi' the forest fire prevention mascot more attractive and present an image that is easily remembered by every one in the community.
- ❖ Popularize 'Si Pongi' and his message as widely as possible through print and electronic media as well as live shows. Present other activities and marketing strategies both regionally and nationally.
- ❖ Through marketing various products with the 'Si Pongi' logo, it was hoped that this forest fire prevention mascot and his message would not be remembered for only a moment but that he would be accepted and sought after in the long term.

3. A Chronology of the Co-operation

5th of August 1998

It was decided at a fire prevention meeting that a national education figure who could develop a program for introducing the forest fire prevention mascot to the community, especially children, should be found. (Kak Seto)

2nd of September 1998

After a meeting with Kak Seto, a co-operation agreement between IFFM and Yayasan Mutiara Indonesia (Kak Seto) was established. The basis of the agreement was for the development of an environmental education program for school children aged 5-18 years.

20th of November 1998

The initial MoU between IFFM/GTA and Yayasan Mutiara Indonesia (Kak Seto) was signed including:

1. Promotion of the forest fire mascot 'Si Pongi' all over Indonesia in an effort to increase community awareness of fire and related environmental problems.
2. Development and design of suitable fire prevention materials.
3. Encourage environmental education in schools.
4. Establish and facilitate a communication forum for discussion on how to introduce forest fire prevention to schoolchildren.

December 1998:

- ❖ Development of more attractive 'Si Pongi' mascot promotional materials, as indicated in attachment 4a and 4b.
- ❖ 'Si Pongi' doll manufactured.
- ❖ Production of 'Si Pongi' song on cassette.

10th of April 1999

A colouring and drawing competition with the theme 'Love Our Forests' was held with Kak Seto. There were 413 entrants in the 3 categories of; Preschool, Primary Grades 1-3, Primary Grades 4-6.

11th of April 1999

Kak Seto presented a 'Si Pongi' and 'Si Komo' show with the theme 'Love Our Forests with Si Pongi' and 'Si Komo' in Samarinda. This was attended by about 3000 children with parents and teachers. (See IFFM Doc. No. 14).

12th of April 1999

An Environmental Education Seminar (see IFFM Doc. No. 13) was held with presentations by:

1. Representative office, Ministry of Education and Culture: Ministerial Policies on and Strategic Development of Environmental Education.
2. East Kalimantan Provincial Forestry Services Office: Environmental Education by the Provincial Forestry Services Office through Support of Saka Wanabhakti Scouts and Guides.
3. East Kalimantan Provincial Environmental Management Control Office: Programs and Activities Prioritizing Environmental Management in 1999-2000.
4. IFFM-MoF/GTZ: Environmental Education as One Approach to Forest Fire Prevention in East Kalimantan.
5. Yayasan Mutiara Indonesia (Kak Seto): A Forest Fire Prevention Campaign Focused on Children.

August 1999

Two additional 'Si Pongi' costumes were made.

September 1999

A 'Si Pongi' video clip was produced.

July-August 2000

The 'Si Pongi' video clip was aired on RCTI 9 times between the 14th of July and 29th of August 2000. (Attachment 5)

September 2000

A draft of a second MoU for developing the educational program further was made. (Attachment 6)

December 2000

A proposal for publication of a third 'Si Pongi' comic were presented to Gramedia through Yayasan Mutiara Indonesia (Kak Seto), an existing draft comic will be enhanced to the standards of a Yayasan Mutiara Indonesia publication.

15th of January 2001

A meeting was held with Kak Seto. (Attachment 7)

Suggestions arising from the meeting:

- That a meeting be held between IFFM, TMI and the Ministry of Forestry on the 23rd of January 2001 in Jakarta.

- That a patent be made by registering ‘Si Pongi’ at the Ministry of Justice, to avoid any claims being made by a third party.

23rd of January 2001

A meeting was held between IFFM, YMI and MoF in Jakarta (attachment 8), to rejuvenate the programs on socialization of the mascot and his message of forest fire prevention.

4. Continuation of the Co-operation and Achievements

Restriction faced by Kak Seto to date on further developing the program for popularization of ‘Si Pongi’ (Yayasan Mutiara Indonesia) include:

1. MoF as the creator of the ‘Si Pongi’ mascot needs to give written authority to Yayasan Mutiara Indonesia allowing it to further utilize the mascot on various media.
2. MoF needs to register the patent of ‘Si Pongi’ with the Ministry of Justice, through a lawyer if necessary, to avoid any claims by a third party on the right of use of the mascot should it later become famous.
3. When the actions of 1 and 2 above have been taken then further development and promotion of ‘Si Pongi’ will become easier for YMI. The ‘Si Pongi’ video clip will then be aired on several television stations together with further production of the cassette (and posters and pamphlets) and market distribution. It is expected that this method will be the most effective for popularization of ‘Si Pongi’ given that the quality of the music and lyrics is much better and more educative than the majority of children’s songs currently on the market. Matters related to profits attained from further development of the mascot shall be accepted through a separate agreement between the MoF and YMI.
4. Publication of a ‘Si Pongi’ comic book series by Gramedia in co-operation with YMI is a great opportunity given the good working relationship the two organizations have already established.
5. A network of activities and show in cities other than Samarinda.
6. Expand production of the promotional materials with the ‘Si Pongi’ forest fire prevention logo.