



NO MAN IS AN ISLAND

Indonesia is the largest archipelago in the world, consisting of five major islands and over 17,000 smaller islands scattered across the sea area of about 7.9 million sq. km. It is also a country with a growing, and increasingly urbanised, population of over 200 million. Several Indonesian groups have been long-standing supporters of the Clean Up the World campaign, attracting the numbers of volunteers that put even the country's multitude of islands into perspective. From the bustling capital of Jakarta to the idyllic resorts of Bali, Indonesian volunteers pitch in to improve their communities and environment.

When Elizabeth Goenawan Ananto from Jakarta's renowned Trisakti University was preparing to travel to the International Public Relations Association Conference in Beijing, China in May 1992, the idea of organising a nation-wide environmental campaign was the last thing on her mind.

However, while in Beijing, she met Kim McKay, a public relations executive who was behind the success of the newly created Clean Up the World campaign promoted from Australia.



Indonesian Clean Up the World volunteers at work

Elisabeth Ananto was inspired by the campaign's simple idea of cleaning up, fixing up and conserving local environment, and decided to take it to Indonesia. A few months later, she visited Clean Up the World's Sydney Headquarters to learn more about participating in this international campaign, and soon thereafter became the first Clean Up the World member in Indonesia.

The first thoroughly planned clean up event in Jakarta in September 1993 saw 5,000 volunteers take part, in particular students and faculty members from the Trisakti University, who generated awareness



Javanese soka trees

about health and environment problems associated with waste. The following day, clean ups took place throughout Jakarta, with volunteers removing rubbish from public and residential areas, main roads, as well as squatter settlements and areas with poor drainage facilities. The first Clean Up event in Indonesia was also marked by planting of the Javanese soka trees supplied by the local government.

"Both the community and the media were very supportive of the event," says Ananto. "Television and radio stations aired our community service announcements throughout Indonesia and reported on the event. Magazines and newspapers ran numerous stories about Clean Up the World in both Bahasa and English."

Following the success of the inaugural Clean Up the World Weekend, the campaign was extended to 18 other cities across Indonesia, and broadened in scope to address pressing environmental issues such as air and water quality.

In 2003, a study carried out by the Landscape Development Institute (part of Trisakti University) found that Indonesia's capital city needs 23,000 ha of open green space for air quality control and pollutant gas absorption, amounting to about 35 percent of Jakarta's total area.

In the same year, Clean Up the World volunteers planted as many as 10,000 trees in Jakarta alone to help curb urban pollution, while a record number of people (43,248) participated in the campaign in 48 different locations across Indonesia, collecting over 36 tonnes of waste. Clean waterways were another highlight of the 2003 campaign, as clean up activities ended with a rafting event at Ciliwung River.



Pollution is a major problem in Jakarta



A woman volunteer cleaning the shoreline in Bali

“The Clean Up the World idea has inspired me personally, and continues to inspire thousands of people – young and old – from all over Indonesia.”

“I believe it is also extremely important that students at Trisakti University – in particular future landscape architects and urban planners – participate in the campaign and become the champions of sustainability for our cities,” concludes Ananto.

Some 1000 km southeast from Jakarta, on the Island of Bali, the Bali Hotels Association, a professional group bringing together over 70 hotels and resorts and nearly 20,000 employees, is busy preparing for this year’s Clean Up the World Weekend celebrated globally on 15-17 September.



Bali boasts some of the world’s best beaches

“Hotels are at the very heart of the tourism industry, and they have substantial influence, especially on their surroundings. The connection

between the tourism industry and the importance for environmental planning and sustainable tourism development,” says the Association’s Environment Executive Amanda Pummer.



One of the Balinese Gods

“With the support of Clean Up the World, we hope to bring together the many NGOs, tourism industries, schools, tourists and local citizens to collect rubbish from their communities and to encourage others to reconsider their waste management on this ‘Island of the Gods’,” explains Pummer.

Another Clean Up the World member in Bali’s district of Tabanan runs education programs in elementary and high schools, aiming to teach students the “reduce, reuse, recycle” principles.

While Bali has largely escaped unscathed by the devastating Indian Ocean Tsunami in December 2004, other Indonesian provinces suffered immense destruction and loss of life.



In the wake of the tsunami, several Clean Up the World members in Indonesia joined efforts to restore mangrove forests, which act as a natural barrier protecting the shoreline against tsunamis.

Tree planting activities took place on the banks of the Menado River, along the shores of the hardest hit province of Banda Aceh, and on Tapak Beach in Central Java, where only 5-10% of mangroves were left standing after the disaster.

In the words of a Clean Up the World volunteer who took part in the Banda Aceh clean up, “After the tsunami, we came together as a community to restore our environment and bring the sense of normality back into our lives. Being part of a global campaign makes us stronger to confront the challenges we face at home.”

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