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BIDANG KEMARITIMAN  
REPUBLIK INDONESIA

# STOP LITTERING

A roadmap for creating your behaviour change  
campaign





# INTRODUCTION

## What is the Behaviour Change Strategy and Playbook about?

Building on the principles of behaviour change theory, the goal of this report and the Playbook is to provide a strategic approach to behaviour change efforts aimed at reducing marine plastic pollution in Indonesia. Using insights from existing initiatives, key opinion leaders, site studies and cultural insights, the Playbook is intended to be a guide for which campaigns can be launched from - either as part of a larger waste management/ marine debris initiative or as a singular effort.

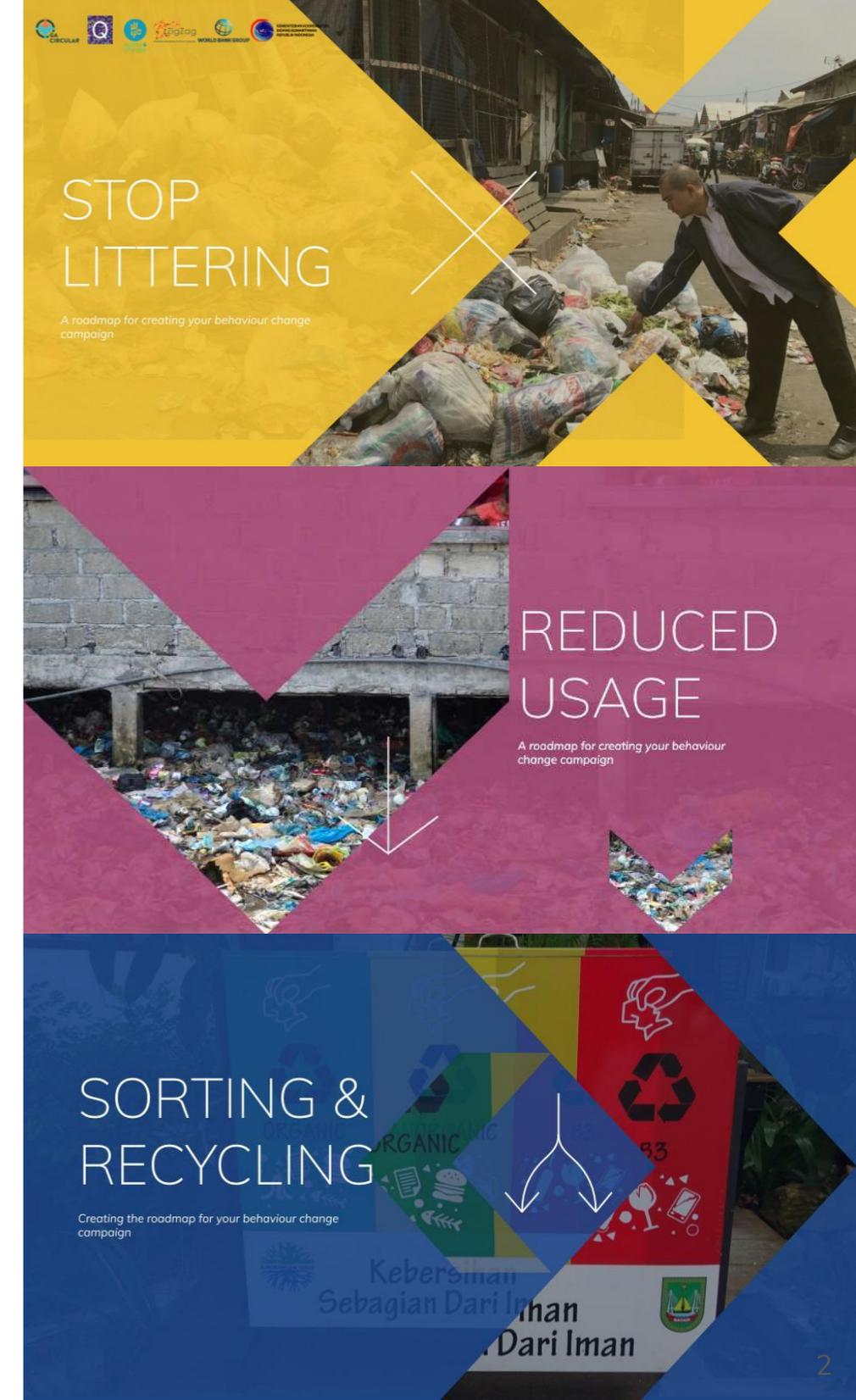
## Who might find this playbook useful?

The intention of this playbook is to create a starting point for various stakeholders: national and local governments, private enterprises, NGOs and multilateral institutions looking to create an impact in Indonesia. The playbook outlines key considerations for designing a behaviour change campaign focussing on marine plastics.

Stakeholders who have experience in promoting previous behaviour change initiatives, as well as the the less experienced, will benefit from the methodology and resources provided in this playbook.

## Why three behaviours?

The three behaviours of Littering, Excessive Usage of Single-Use Plastics and Mixed Disposal are the most prominent causes of marine plastics leaking into the environment. Consequently prompting the main target behaviours of **STOP LITTERING, REDUCED USAGE** and **SORTING AND RECYCLING**. Each of these main target behaviours has distinct approaches and distinct barriers that must be examined and addressed.



# GERAKAN INDONESIA BERSIH

@gerakanindonesiabersih



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Gerakan Indonesia Bersih (GIB), the national identity for all clean-up and waste management initiatives. Is, in essence, the frame of reference in which the playbooks stand.

## Vision

As part of the government efforts and commitment in reducing the negative effects of Marine Debris, the Gerakan Indonesia Bersih (GIB), is positioned as the National Identity to encourage clean and healthy living behaviours among the Indonesians, and improve the perception towards waste management.

## Objectives

- ❑ To establish a clean and healthy lifestyle, and friendly environment.
- ❑ To develop behaviours reflecting waste-free lifestyles.
- ❑ To increase public participation in supporting clean and healthy living behaviours.
- ❑ To increase the implementation of integrated waste management through 4Rs (Reduce, Reuse, Recycle, Replace).
- ❑ To improve the provision and implementation of laws and regulations related to clean and healthy living behaviours, and in the cleaning and health sectors.
- ❑ To improve provision and implementation of licensing regulations that make it easier for businesses and institutions in managing waste.



# PHILOSOPHY BEHIND GERAKAN INDONESIA BERSIH

Being one of the largest archipelagic countries, Indonesia has many potential marine and fisheries resources including tourism potential which makes Indonesia a world tourist destination. The myriad of potentials that Indonesia has can certainly be used to improve the country's economy. On the other hand, Indonesia is also dealing with the problem of plastic waste that is polluting the sea and damaging the ecosystem. After being claimed as the second largest waste-producer after China, the Government of the Republic of Indonesia feels the need for changes in behaviour and mental/mindset development of the Indonesians in treating the environment. Thus, Indonesia can maximize its natural resources for the long term.

A revolution of Indonesians' mental improvement has become a priority commitment for Indonesia as a nation, planned through the Presidential Instruction No. 12 of 2016. This Presidential Instruction regulates the implementation of the nation's character revolution, or more known as the National Movement for Mental Revolution (Gerakan Nasional Revolusi Mental/GNRM). Overall, the GRNM consists of five agenda focuses, and Gerakan Indonesia Bersih is one of its focus agenda to influence behaviour change specifically with regards to Indonesians' perception and responsibility towards waste management and the problematic of plastics marine debris.



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# THE BIG KEY MESSAGES IN GERAKAN INDONESIA BERSIH



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GIB brings across two key messages to encourage clean and healthy living behaviours among Indonesians, and to improve their perceptions towards waste management. The two key messages are as follows:

## “Let’s care to save Indonesia’s ocean and ecosystem from waste”

Plastic waste has been a personal threat for sustainability living, especially for 400 million populations whose supplies depend on marine life (fishes, snails, oyster, and others) and Indonesia is #2 largest waste producer in the ocean.

## “Be the agent of change for Indonesia Bersih”

It’s never too late to change our behaviour. Start by taking a small step to make your environment clean.



# VISUAL COMMUNICATION MATERIALS OF GERAKAN INDONESIA BERSIH



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## Logo

Gerakan Indonesia Bersih



## Amboi

A beautiful and tidy shrimp character, who can clean any waste that comes near her sight.

Amboi is a cleanliness symbol, which can be used to accompany persuading/ inviting communication messages, such as trivia or user-generated content.



## Meta

A loving and caring butterflyfish figure who has no hesitation to keep the ocean clean and she is the most stylish one.

Along with Amboi, Meta is also a cleanliness symbol which can be used to accompany persuading/ inviting communication messages, such as trivia or user-generated content.



## Gurano

A friendly whale shark and a guardian of the other two characters. He is an active boy and has a generous gigantic smile.

Gurano is positioned as a communicator to share the big picture message about oceans, marine debris, and ocean ecosystem.



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# THE STOP LITTERING PLAYBOOK

## Why Stop Littering?

Littering is one of the most prominent causes of marine plastics leaking into the environment. In Indonesia's context, the idea of littering is not necessarily considered a problem or an issue. In fact, some groups of people consider littering as part of their culture and it is a common practice. What's more, it is an accepted option for waste management in some villages who lack waste management services.

Additionally, littering attitudes and practices are also related to the area - whether it is a **public space**, where people perceive that it is someone else's responsibility to manage their waste and keep the area clean (not in my backyard attitude), or a **non-public space**, where people litter because it is a way of managing their waste.

## What is the Stop Littering Behaviour Change Strategy and Playbook about?

Using insights from existing initiatives, key opinion leaders, case studies and cultural insights, particularly in **Stop Littering Behaviour**, this section is intended to provide a platform to launch campaigns from - either as part of a larger waste management/ marine debris initiative or as a singular effort.

It presents the key elements an initiator would need to consider in creating a new initiative in Stop Littering, all the way from identifying and selecting the appropriate target audience, addressing the key perceptions and the challenges that stops the audience from a change in behaviour, choosing the right stakeholders to support the initiative, knowing the key considerations in creating and designing the messages and campaign materials, outlining the communication plan, and setting the adequate tools to measure the effectiveness of the effort and identify future improvements.



# THE STOP LITTERING PLAYBOOK



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## Key Messages for Stop Littering in Gerakan Indonesia Bersih

Specific key messages related to stopping littering within the Gerakan Indonesia Bersih framework is as follows:

**“Be part of our next generation’s life chain. If you don’t care, you will damage our future living organisms”**

You can be part of a healthy generation by shaping your lifestyle without single-use plastics dependence. Be the agent of change and take part in this plastic revolution.

**“Be the agent of change for our future generation, stop littering and save us all”**

Promoting ownership and responsibility through specific short, mid and long term activities and programs will contribute to change littering behaviour the people.



# SUMMARY OF INSIGHTS

## What informs this playbook?

Previous efforts were made to derive the guidelines in this playbook. The mapping of existing initiatives provided the main characteristics of a successful campaign.

Key opinion leaders insights provided the common perceptions and barriers people face in changing the littering behaviour. The cultural insights provided local context and the tools to create more accurate and compelling messages.

Finally, site studies of locations where littering commonly take place provided more specific insights into the type of audience and stakeholders, and people's key behaviours and barriers within these locations.



## Mapping Of Existing Initiatives

What are the characteristics of the Stop Littering Campaigns?

- Site-focused campaigns are more successful when they focus on problems within the local context.
- Campaigns in Stop littering that provide content and educate people in the addressed problem have higher levels of engagement and participation.
- Clean up activities are the most popular activities used to create awareness and motivate the audience to change their behaviour.
- Positive and compelling messages which focus on the individual's commitment and community pride.
- Seeks to involve the community and link efforts with other local initiatives.
- Success is measured by the number of people engaged in educational programs/ new clean up chapters, level of stakeholder engagement, and waste collected in each activity.

## Cultural Insights

What are the messaging content themes that should be considered for a successful campaign that connects with the audiences?

- Create engaging messages that evoke moral values and noble ideas.
- Promote a sense of pride for their local community with a concrete call to action such as participating in educational programs/ talks, or volunteering for clean-ups.

In designing campaign material, the following content features can be applied:

- Visuals using traditional colours and infographics that express the Indonesian culture.
- Use simple and truthful pictures that highlight integration with the local community.
- Support visuals with written content. The most popular social media content is characterized by familiar visuals and significant text that promote discussions and debates among the participants.

## Key Opinion Leader Insights

What do key opinion leaders think about littering behaviour?

- People need more education and information to understand that littering is in fact a negative action rather than a conventional and convenient solution for waste management.
- In public areas, it is very common to see littering actions supported by NIMBY attitudes and perceptions such as "it is someone else's responsibility".
- Clean up activities should be supported by educational programs for the people.
- Initiatives that promote community involvement should provide tangible solutions, otherwise, they would not be effective.
- Government support in law enforcement, supervision and fine system are necessary to back up new initiatives in stop littering behaviour.

## Site Studies

Traditional market and riverside areas were studied to determine the following facts for Stop Littering behaviour:

- Corroborate common perceptions of high levels of plastic littering in the selected areas.
- Identify the specific causes of the unwanted stop littering behaviour such as perception and structural barriers, throughout surveys and on-ground observations.
- Identify the target audience for stop littering initiatives.
- Identify the key stakeholders, their roles and their level of participation.
- Identify the potential and most suitable area to conduct a pilot for a campaign in stop littering.



# PREPARE YOUR CAMPAIGN ROADMAP

Five easy steps to kickoff your campaign



# CAMPAIGN ROADMAP

## Create your own initiative with these 5 simple steps.

Creating a successful campaign for Stop Littering should be easy and intuitive. Follow these five steps and start your campaign!

01

### TARGET AUDIENCE

*How do you identify your target audience?*

Identify the **target audiences** for campaigns in Stop littering based on the nature of the location:

- Public Spaces
- Non-public Spaces

02

### KEY BEHAVIOUR AND BARRIERS

*What are the common barriers to change littering behaviour?*

Review the **general and specific behavioural, and structural barriers** identified in the playbook.

03

### STAKEHOLDER ENGAGEMENT

*Who are the supporters of your initiative?*

**Identify stakeholders** who have the best access to your community/ target audience, and the stakeholders who have influence/ leadership/ authority/ are strong positive examples. **Engage them** through initial awareness and **generate ownership** by making them part of the initiative.

04

### MESSAGE AND CHANNEL

*What types of messaging and design would appeal to the audience?*

Identify the type of message according to the Target Audience and the Key Behaviour. Consider the **types of messaging that would resonate** with the audience and the **design styles that would appeal** to the target audience. Choose the **appropriate channel** for the initiative.

05

### MONITORING AND EVALUATION

*How do you know if your campaign effort was successful?*

**Track the progress** of the campaign and the outcomes/ impacts of the promoted behaviour. **Set monitoring parameters** according to the desired behaviour and the focus of the campaign/ type of activities.

# HOW DO YOU IDENTIFY YOUR TARGET AUDIENCE?

## People in Public Facilities

People in these areas usually have a low sense of ownership. The audience within these spaces also varies and may constantly change.

Examples of such audience are:

- Tourists
- Commuters
- Visitors
- Vendors
- Customers

The examples of public facilities below are not exhaustive. These public spaces can be categorised as non-public spaces if people have a strong sense of ownership and belonging to that area.



E.g. Streets and sidewalks are areas where it is very common to find littering

## People in Non-Public Areas

People have a stronger sense of ownership and belonging to these areas. These areas tend to be occupied by lower-income households with limited access to waste collection services.

Examples of such audience are:

- Community (RTRW community) including riverbank communities, and inland villages with limited road access.
- Students, including preschool/ kindergarten students to secondary school students, and special schools. Involve parents as a secondary audience as they have influence on their children's decisions.
- Households/ family, or particularly housewives.

The examples of non-public areas below are not exhaustive.



E.g. Households along riverbanks where people live.

# WHAT ARE COMMON BARRIERS TO CHANGE LITTERING BEHAVIOUR?

**Littering is socially accepted**

People perceive that they are not responsible for their own litter.

**Littering will not have a big impact on the environment.**

Littering is convenient.

**Not in my backyard (NIMBY)**

**Lack of infrastructure and waste collection service.**

Lack of frequent waste collection.

## Prevailing General Behavioural Barriers (People in Public Facilities And Non-Public Areas)

Littering has become common practice amongst the people in most parts of Indonesia. "Littering is part of the culture and habits since an early age," Priadi Wibisano, Jakarta's Chapter Leader from Trash Hero. Additionally, "the area is already littered so there's no difference if I litter".

**People perceive that they are not responsible for their own litter.** They believe that "someone will clean up (the area) anyways" and that "it (addressing littering) is the duty of the local government".

**Littering will not have a big impact on the environment.** "Since (my litter) is just small pieces (of waste), the environment will be able to assimilate it."

**Littering is convenient.** "Many people assume that waste is dirty, disgusting, and not something that needs to be stored," Kaisar, General Chairman, Maritim Muda SaBi. So littering is a quick way of getting rid of waste. "People want to remove their waste as soon as possible, sometimes regardless (of whether) there is a waste bin around or not," Novrizal Tahar, Director of Waste Management.

## Audience-specific Behavioural Barrier (People in Public Facilities)

People in public spaces commonly have a "not in my backyard" (NIMBY) attitude. "Usually people lack a sense of belonging to public facilities and thus have less concern on taking care of them (these places)," Gede Marteda, Program Director, Clean Action.

## General Structural Barriers

**Lack of infrastructure and waste collection service.** People are more likely to litter in rural and suburban areas where waste collection services are lacking. They either dispose their waste into the waterways if they reside along the rivers, or dump their household waste at nearby traditional markets or other communities with waste collection systems.

**Lack of frequent waste collection.** "(In Muncar, more than) 90% of people do not litter anymore but some still do because they can't wait for the waste collection. Their waste is collected 3 times a week," Ibu Nur, leader of Project Stop.



©Waste4Change

# WHO ARE THE STAKEHOLDERS YOU SHOULD ENGAGE?

There are two types of stakeholders that you can engage to support your initiative.

## A. Stakeholders that can Provide Access to the Community

These stakeholders are usually those who work closely with the community and have established relationships with the community. The stakeholders on the right are examples of this type of stakeholder. There may be other groups of stakeholders that can give you access to the community, who you can engage for your initiative.



## B. Stakeholders that have Influence/ Leadership/ Authority/ can Provide Strong Positive Examples

These stakeholders are those who can empower the community as people the community look up to/ listen to. They act as role models to motivate the community to adopt positive behaviours or have the authority to address the structural barriers hindering the community from changing their behaviour.



# A. STAKEHOLDERS THAT CAN PROVIDE ACCESS TO THE COMMUNITY

The following are examples of such stakeholders. There may be other forms of stakeholders that can give you access to the community, who you can engage for your initiative.

**NGOs** working closely with the community would have a good understanding of their practices and the waste management problems. They can provide consistent community guidance through educational programs and engagement activities such as cleanups and other initiatives.

**Community groups** would support new initiatives that will benefit their local community. They can influence the community to take part in the initiative by emphasizing the benefits of the initiative for their community.

**Local institutions** can be engaged based on where the community gathers and interact with one another. For example, in Project STOP, clinics and the health departments were involved to convey the initiative to the community.



©Clean Action



©Gerakan Ciliwung Bersih



## B. STAKEHOLDERS THAT HAVE INFLUENCE/ LEADERSHIP/ AUTHORITY/ CAN PROVIDE STRONG POSITIVE EXAMPLES

**Influencers that are relevant to the community** can be engaged to participate and lead by example. By sharing their positive behaviours, people will be motivated to adopt these behaviours.



Nadine Chandrawinata, co-founder of Sea Soldier

**Local Government/Agency Leaders have the authority** to provide infrastructure, stop littering regulations, and law enforcement. At the same time, they can lead the community to change their littering behaviour by being positive examples.



Bandung government in a focus group discussion to discuss regulation on reducing usage of plastic bags.

**Community leaders can empower the community to take action** in solving their littering and waste management problems, taking into account their culture and values. They can set positive examples to the community by being involved in the initiative and being role models.



Bandung city government and community leaders being involved in clean-up of Ciliwung River.



**Gede Robi Navicula**, rock music celebrity featured in the Pulau Plastik Film.



**Mohamad Bijaksana Junerosano**, founder and Managing Director of Waste4Change, started the Jamboree Indonesia Bersih Bebas Sampah initiative.

# HOW TO APPROACH/ INVOLVE THE STAKEHOLDERS?

Here are simple steps on how you can approach and engage the relevant stakeholders from the beginning of planning your campaigns:

1

Send a **collaboration letter** to the institution. (Some institutions might require you to send a proposal of the campaign attached with the letter).

2

Follow up with the contact person in the institution for updates on approval for collaboration. You may be required to schedule a meeting with them to discuss your proposal and objectives of your collaboration.

Tips: After submitting your letter/proposal, keep in contact with the person in charge/ contact person regularly to follow-up on your collaboration proposal. Sometimes, it takes persistent effort to nail your collaboration intention.

3

When you have received the green light to collaborate, create a **Memorandum of Understanding (MoU)** of your collaboration, in which you can define the roles of the stakeholders that you have engaged.

4

Involve the stakeholders throughout the planning and execution of the campaign. Invite them to join in the activities. Conduct monitoring and evaluation throughout the project, and send them regular progress reports to give them updates of the project.

5

Provide a final report of your activities/ or campaign to the stakeholders, including the evaluation points for future improvements, to wrap-up the project and to thank them for their involvement and support.



# HOW TO APPROACH/ INVOLVE THE STAKEHOLDERS?

Here are samples of the letters and MoU that you can refer to for inspiration:

## Collaboration letter


**Waste4Change**  
 Alun-alun Utara  
 Bumipala Vida Bekasi  
 Mustika Jaya – Padurenan  
 Bekasi Timur 17156 Jawa Barat  
 Indonesia  
 +62 21 2937 2308 | www.waste4change.com

Number : 013-ADM-1-KLR-VI-2019  
 Subject : 3R School Innovation Program Cooperation Offer  
 Attachments : 1 Proposal Bundle

**Dear.**  
**Mr / Mrs Principal**  
**Jakarta 28 Public High School**

The majority of waste management systems currently only move waste that is not disaggregated from the source, directly to the landfill site. When viewed from the short term the system is indeed easier for us, but in the long run the waste disposal system has potential that is harmful to life. This system is easy and fast, but actually saves a lot of potential problems. We believe that waste is not the final product. Thus, the application of the 3R principle (Reduce, Reuse, Recycle) is important to extend the material life cycle. Therefore, our goal is to change the waste system, which is usually directly disposed of to a landfill, into a more responsible waste system.

**Waste4Change** as a social entrepreneurship engaged in environmental issues initiated the 3R School Innovation Program. Supported by the **Gerakan Indonesia Bersih** as one of the government programs that support behavior change in managing waste. Wise Management of Waste Management is designed as a step to increase student awareness of the importance of responsible waste management. Also, it forms the wise behavior of waste management for each student.

Through this letter, we offer Jakarta 28 Public High Schools to register their schools and participate in the 3R School Innovation Program which will be held in August - December 2019 on the following link: [bit.ly/3RS\\_Innovation](http://bit.ly/3RS_Innovation).

**The 3R School Innovation Program** is one of the mentoring activities for students in raising awareness to change student behavior to do **waste sorting and recycling** in school and daily life, and also learn to manage waste responsibly. Students will also gain training experience with a multidisciplinary approach to aspects such as Science, Technology, Environment and Mathematics in solving waste problems in the school environment.

For more information about the program, please contact Ms. Bilqis Rulista Al-Zahra as Project Executive at number 0812-xxxx-xxxx and email: [bilqis.rulista@waste4change.com](mailto:bilqis.rulista@waste4change.com).

**Bekasi, Juli 25, 2019**  
**PT Waste4change Alam Indonesia**

**M. Bijaksana Junerosano**  
 Managing Director PT Waste4Change Alam Indonesia

## Memorandum of Understanding

**COOPERATION AGREEMENT**  
**3R SCHOOL INNOVATION PROGRAM BETWEEN PT WASTE4CHANGE**  
**NATURAL INDONESIA WITH SMAN / SMKN**  
 No: 029-ADM-5-KLR-VII-2019

The 3R School Innovation Program Agreement was signed on Thursday, 01-08-2019 by and between:

- Name : Ridho Malik Ibrahim  
 Name of Agency : PT Waste4Change Alam Indonesia  
 Address : Gedung SUB, Jalan Alun-alun utara Bumipala Vida Bekasi Kel. Padurenan Kec. Mustika Jaya Bekasi Timur, Jawa Barat  
 Position : Strategic Service Manager  
 Phone Number : 021 2937 2308  
 (In this case representing the agency and hereinafter referred to as the FIRST PARTY)
- Name : Tri Wuryanti,S.Pd  
 Name of Agency : SMA NEGERI 41 JAKARTA  
 Address : Jl. Marsatwa Raya no 18 Jakarta  
 Position : Student Representative  
 Phone Number : 08xxxxxxxxxx  
 (In this case representing the agency and hereinafter referred to as the SECOND PARTY)

Based on the parties mentioned above, the parties hereby agree to bind themselves in a 3R School Innovation Program cooperation agreement with the following terms and conditions:

**General requirements**

- 3R School Innovation Program  
 The 3R School Innovation Program is a program designed to introduce and provide understanding to school students in managing the 3R principle of waste (Reduce, Reuse, Recycle).
- Program Objectives  
 The program aims to increase school community awareness of the importance of responsible waste management so that school residents are able to implement 3Rs in the surrounding environment.
- Program Activities  
 This program consists of 2 phases, namely:
  - Phase 1: Wise Wise Education (EDUBIS), Wise Wise Academy (AKABIS) and Volunteer Day
  - Phase 2: Design Thinking Training and Science Project Festival.
- Program Duration  
 The program will take place in the range of August 2019 - December 2019.

**First Party Scope**

- The First Party is obliged to provide training and mentoring sessions consisting of main program activities such as: AKABIS, EDUBIS, Task Force Formation, Volunteer Day, Design Thinking Training, and Science Project Festival.
- The First Party is entitled to get full support from the Second Party while running the program.

**Second Party Scope**

- The Second Party is obliged to follow the entire series of 3R School Innovation Program that has been scheduled by the First Party and is committed to following the program to completion.
- The Second Party is obliged to support the First Party in carrying out the 3R School Innovation Program.
- The Second Party is entitled to get assistance and facilities from the First Party during the program.
- Every activity posted via social media must include the hashtag #DOW3RSchool #BijakKelolaSampah #RecycleMoreWasteLess #IndonesiaBersihSampah2025

**Other Provisions**

- Schools that participate in the 3R School Innovation Program are free of charge.
- The First Party and Second Party must follow and carry out the program to the end by carrying out their respective roles as described in the points above.

**Cover**

Thus this cooperation agreement was made and is known by each of the FIRST PARTY and SECOND PARTY.

<b>FIRST PARTY</b> <b>Strategic Service Manager</b> Waste4Change	<b>SECOND PARTY</b> <b>Personnel in Charge</b> SMKN 41 Jakarta
Ridho Malik Ibrahim	Tri Wuryanti, S.Pd

# LIST OF STAKEHOLDERS

These are some examples of stakeholders that you may engage for your initiative.

## National Government



### Kementerian Koordinator Bidang Kemaritiman

Website: [maritim.go.id](http://maritim.go.id)  
Instagram: @kemenkomaritim  
Twitter: @kemaritiman  
Facebook: KemenkoMaritim



### Kementerian Lingkungan Hidup dan Kehutanan (KLHK)

Website: [menlhk.go.id](http://menlhk.go.id)  
Instagram: @kementerianlhk  
Twitter: @kementerianlhk  
Facebook: HumasKemenLHK



### Kementerian Kelautan Dan Perikanan (KKP)

Website: [kkp.go.id](http://kkp.go.id)  
Instagram: @kkpgoid  
Twitter: @kkpgoid  
Facebook: Kementerian Kelautan dan Perikanan RI



### Kementerian Pendidikan dan Kebudayaan

Website: [kemdikbud.go.id](http://kemdikbud.go.id)  
Instagram: @kemdikbud.ri  
Twitter: @Kemdikbud\_RI  
Facebook: Kemdikbud.RI



### Kementerian Pekerjaan Umum dan Perumahan Rakyat (PUPR)

Website: [pu.go.id](http://pu.go.id)  
Instagram: @kemenpupr  
Twitter: @kemenpu  
Facebook: KemenPUPR

## Local Government

### Dinas Lingkungan Hidup (DLH)/ Local Environmental Agency



#### DLH Jakarta

Website: [lingkunganhidup.jakarta.go.id](http://lingkunganhidup.jakarta.go.id)  
Instagram: @dinaslhdk  
Twitter: @dinaslhdk  
Facebook: Dinas Lingkungan Hidup DKI Jakarta



#### DLH Bandung

Website: [dlhk.bandung.go.id](http://dlhk.bandung.go.id)  
Instagram: @dlhk\_kotabandung  
Twitter: @dlhk\_kotabdg  
Email: [dlhkkota@bandung.go.id](mailto:dlhkkota@bandung.go.id)

## National NGOs



### Pandu Laut Nusantara

Website: [pandulaut.org](http://pandulaut.org)  
Instagram: @pandulaut.id  
Twitter: @pandulaut



### Sea Soldier

Instagram: @seasoldier\_  
Twitter: @seasoldier\_  
Facebook: Sea Soldier North Sulawesi



### Trash Hero

Website: [trashhero.org](http://trashhero.org)  
Instagram: @trashheroindonesia  
Twitter: @trashheroJKT  
Facebook: TrashHeroIndonesia



### World Cleanup Day

Website: [worldcleanupday.org](http://worldcleanupday.org)  
Instagram: @worldcleanupdayindonesia  
Twitter: @WCUDID  
Facebook: idiindonesia

## Community Groups

### Heads of RTRW

These are community leaders who have influence/ leadership/ can provide strong positive examples to the community members.



### Tim Penggerak Pemberdayaan Dan Kesejahteraan Keluarga (PKK) of your city/ PKK within your RW

Website: [tppkk-pusat.org](http://tppkk-pusat.org)

### Tim Penggerak PKK DKI Jakarta

Instagram: @pkkjakarta  
Facebook: PKK Jakarta

### Tim Penggerak PKK DKI Bandung

Website: [tppkk.bandung.go.id](http://tppkk.bandung.go.id)  
Instagram: @tp\_pkk\_kota\_bandung  
Twitter: @pkk\_kotabdg  
Facebook: PKK Kota Bandung 2018 - 2013



### Karung Taruna

Group of youth (17 - 35 year olds) in the community who helps manages RT/RW events and activities

# WHAT MESSAGING TYPES AND DESIGN STYLES TO APPLY TO YOUR INITIATIVE?

Prior analysis of content that is created and consumed in some Indonesian markets across social media platforms and searches were conducted. From this study, cultural insights, common messaging types and design styles that are appealing were identified.

## **Messaging that would resonate with your audience**

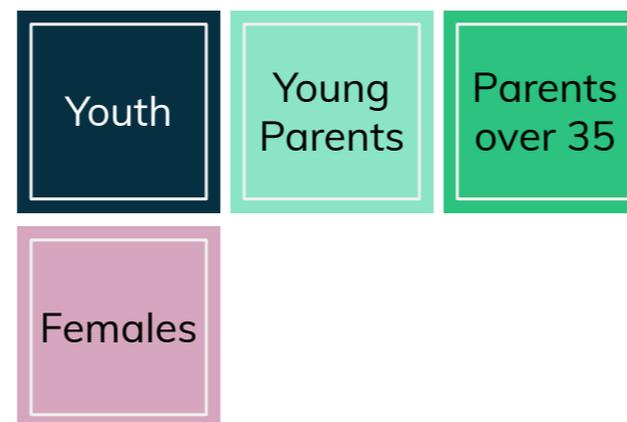
When crafting the messaging for your campaign based on the identified target audience and behavioural barriers, the popular content themes identified from the cultural insights can be applied to your initiative to ensure that messages would engage the audience.

## **Design styles that would appeal to your audience**

When designing the campaign material, the appealing design styles identified from the cultural insights can be applied to ensure that the design of the material would attract the audience to notice and be excited to participate in the initiative.

## **Audience Skews**

Some messaging types and design styles are especially relevant to certain groups of people (right). Take note of these audience skews to tailor your messaging even more to these groups and engage them effectively.



# CULTURAL CUES THAT COULD BE USED IN MESSAGES



©Trash Hero

## People's strong sense of local identity can be used for engagement.

They are proud of highlighting the local occurrences in their everyday lives. People feel connected to familiar places and daily life situations.

Initiatives can use messages that emphasise the need to protect their local identity, especially to the audience in non-public spaces.

Young Parents



©Sea Soldier

## Empower people to become agents of change.

A currently common theme in Indonesian movies features a heroic journey of restoring order after a disruption in daily lives (e.g. illness, crimes), motivating people to become agents of change within their community.

Initiatives can showcase the impacts of littering to the audience who do not see littering as a problem to the environment and invite them to be part of the solution by restoring the environment to its clean condition as agents of change.

Youth

Young Parents



©Ngaji Plastik

## Values drawn from religious teachings are engaging.

Content with acknowledgements of meaning and purpose drawn from religious teachings, not directly referencing religious verses, have high engagement amongst the audience.

Initiatives can highlight the individual's role in protecting the planet as being good stewards of the Earth. This can be useful in the engaging audience who do not perceive the impacts of littering as their responsibility.

Females

Parents over 35

# DESIGN STYLES THAT WOULD APPEAL TO YOUR AUDIENCE

## 04 Message



**Truthful content highlighting integration within the community is more appealing to the masses.**

Everyday users of digital medium do not directly aspire the influencers' lifestyles. Rather, they prefer to highlight their integration with the community, unlike influencers who tend to highlight their distance from the masses.

Initiatives can use such pictures of integration within the community to promote stop littering behaviour and practices of binning in the right places.

Youth



**Visuals have to be heavily supported by textual content.**

Images that are accompanied by textual content (facts, debate, dialogue) are highly appealing to the Indonesian audience. This type of infographics promotes discussion and debates around the particular theme while engaging the audience with future content or next steps in the conversation.

Supporting images with textual content and conversations around the problems and impacts of littering as captions to images can be applied when designing and posting the campaign material on digital media.

Young  
Parents

Parents  
over 35



**Traditional aesthetics and literary style such as wayang, pantun, and folklore should be integrated into the visuals.**

Colours and traditional aesthetics and styles that reflect Indonesian cultural expressions are widely used in popular content.

Campaign material can adopt or can be designed using traditional styles that would suit the Indonesian audience's taste. Traditional literary styles such as pantuns, and can be applied to the design of the message.

Youth

# IDENTIFY SUCCESSES AND AREAS FOR IMPROVEMENT

Now that the campaign is running, **how do we determine whether the campaign is successful in achieving the desired behaviour of stop littering?**

**Behaviour change takes time and constant effort**, thus learnings from regular monitoring & evaluation of the campaigns would help keep the campaign sustainable and relevant. Consider the following parameters to measure the success of your campaign. Feel free to set other parameters that may be more appropriate for your context.



## EVALUATION

Assess the performance of your initiative once it is executed.



### People involved

participants/  
volunteers



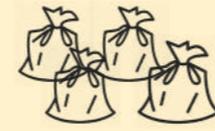
### Areas involved

villages/ cities



### Kg / Tons waste collected

at the end of a  
clean-up event (if a  
clean-up activity is  
conducted)



### Kg / Tons waste collected from clean-ups

Compare this data  
across the initiatives



### Before and After Pictures

Take pictures of the  
areas where the  
cleanup activity is  
going to be



### Social Media outreach:

Followers, Retweets,  
Video views

### Stakeholders involved

NGO's, community  
leaders, local  
government,  
influencers, etc.

Identify improvements  
to the state of existing  
infrastructure/ the  
establishment of new  
infrastructure (e.g.  
frequency of waste  
pick-up)

Are there new  
chapters started in  
other cities / villages?

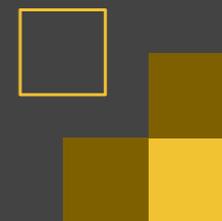
Are there any forms of  
local or national  
intervention (e.g. in  
terms of regulations)  
implemented after the  
initiative?

## MONITORING

Track the progress of your initiative over time.

# CAMPAIGN EXECUTION

Long-Term and Short-Term Activities that you can  
conduct and materials you can use for your campaign.



# LONG-TERM INITIATIVE

Stop Littering campaigns that target audiences in non-public areas such as villages along the river bank, often require longer terms of engagement and involve setting up waste management systems and facilities for the community.

Steps for conducting a long-term initiative requiring community assistance::

1. Approach community leader and engage the **Community Leader** in your initiative. He will be the first person you need to engage to have access to the community. Ask for his permission and involvement in your initiative.
2. Establish a **Green Team** in the community by selecting a group of people or volunteers.
3. Conduct a baseline with the Green Team to understand the current realities or level of awareness in the community, and review learnings from other successful campaigns/ other Green Teams to identify success factors of campaigns.
4. Prepare a meeting with the community and share with them the findings from the baseline.
5. Train the Green Team through capacity building and raising their awareness levels of the waste problem. Discuss and outline a work plan for the community in terms of timelines, activities to engage the community and waste management systems.
6. Present your work plan to the community and implement the work plan according to the discussed timeline.
7. Monitor and evaluate your work plan and initiative throughout the weeks. Gather feedback from the community through regular community meetings to constantly improve the initiative.
8. At the end of the initiative, conduct an end-line study for a final assessment of the effectiveness of the initiative.

The **Green Team** is essential for the success of your long-term initiative as they are the front-lines of your campaign. Take note of the following tips to ensure your initiative is communicated well.

1. The green team should be patient in communicating with the community members.
2. Their status as The Green Team should be known legally.
3. To encourage sustainability, change of Green Team members over a period of time should be limited.
4. Ensure that the community understands that the Green Team's role is to help in the community's development, and not to provide gifts/ money for the community.
5. Be flexible to adjust the initiative to the community's needs as the initiative progresses.



Images from Project Stop which works with communities to reduce littering and improve their waste management.

# SHORT-TERM ACTIVITIES

These activities include one-time events or brief activities that can be repeated on a regular basis in different locations. Below are some short-term activities / one-time events that you can conduct to complement your campaign.

## Clean-up Activities

Clean up activities are effective for creating awareness of the impacts of littering and engaging the audience to take action in keeping the environment clean.

These activities can be conducted in areas like:

- ❑ Beaches, such as in the World Clean Up Day initiative.
- ❑ Sea and riversides, such as Sea Sea Soldier, Gerakan Ciliwung Bersih, and Revolusi Popok Kali Brantas initiatives.
- ❑ Public places (e.g. streets), such as in the Gerakan Pungut Sampah initiative.

Check out the clean-up toolkit on the *LAUNCH A CLEAN-UP ACTIVITY* section to get more details on the 4 P's you need to organize your clean-up activity.

## Educational Programs

Educational programs such as workshops led by experts and field trips to areas such as landfills and waste management facilities are useful for raising awareness on the environmental challenges caused by littering and marine plastic debris. Field trips are a good way of giving participants first-hand experience at witnessing the impacts of the waste they generate.

Examples of initiatives which focus significantly on providing education are Indonesia Youth Marine Debris Summit by Divers' Clean Action and Maritim Muda Sadar Bersih.



# SHORT-TERM ACTIVITIES

These activities include one-time events or brief activities that can be repeated on a regular basis in different locations. Below are some short-term activities / one-time events that you can conduct to complement your campaign.

## Talks/ Presentations at Local Events

Local events are good platforms for raising awareness in your community or target audience. Use the opportunity of local events to speak and share the problems of littering and proper disposal solutions. Presenting ideal scenarios on how the areas would look like without waste can inspire the community to work together to achieve the same for their community.

Training sessions for speakers are useful to prepare speakers for effective communication of the topics during the presentation.

Similar activities have been conducted by EcoRanger, Citarum Harum, Jamboree Indonesia Bersih Bebas Sampah.



## Social Media Engagement

Regular posts promoting stop littering behaviour on social media platforms (such as Instagram, Twitter, Facebook and Tiktok) provide timely reminders to the audience to care for the environment and practice stop littering behaviour. These posts can also be published on social media accounts of local events happening in your area to remind participants of the dangers of littering.

These posts can highlight the impacts of littering and provide encouragements for people to be agents of change by being the solution and caring for the environment.

Social media engagement can be used to reach the target audience of the initiative, but also key stakeholders that can support the initiatives.

Social media posts from the Kang Pisman and Sea Soldier initiatives on the right are some examples of Instagram posts.



# MATERIALS FOR YOUR CAMPAIGN

The following are resources that you can use, take inspiration from or apply to your own Stop Littering campaign materials. Refer to the COMMUNICATION COLLATERAL GUIDELINE and start to prepare the materials for your campaign!

## Logos

Gerakan Indonesia Bersih is the umbrella of all behaviour change campaigns. The umbrella logo should be added to your posters. Add the logo of your organisation, and other stakeholders that you have engaged (such as governmental organisations) to your campaign materials.



## Truck Promotion

The back of the trucks going through various villages is a good avenue to spread the message of Stop Littering. Apply attractive colours, and humorous messages to these posters, to attract the attention of the drivers driving behind the trucks. A hashtag added to the poster can be used by audiences who post the pictures online, giving the posters wider reach.

## Wall Calendar

Design your wall calendar with the information you want your audience to reflect on. You can guide your audience through a journey towards better scenarios and even set weekly easy goals that people can achieve, such as bin the waste they generate.



## Instagram Posts

Create your Instagram posts using facts on littering and messages such as Pantuns that can be easily understandable and compelling. Posts can also be used to engage your audience in the call to action activities and to keep your audience informed.

# MATERIALS FOR YOUR CAMPAIGN

The following are resources that you can use, take inspiration from or apply to your own materials for Stop Littering campaigns.

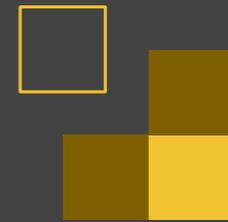
## List Of Informative Facts

Add these informative facts related to littering to your communication materials to raise your target audience's awareness of the issue.

- ❑ 48% jumlah sampah di Indonesia berasal dari lingkungan rumah tangga (KLHK RI, 2014).
- ❑ Kontribusi sampah dari pasar tradisional (24%), kawasan komersial (9%), dan sisanya dari fasilitas publik (KLHK RI, 2014).
- ❑ Indonesia merupakan negara kedua terbesar penyumbang sampah plastik di laut yaitu sebesar 1,29 juta metrik ton per tahun (Jambeck, 2015). Angka ini setara dengan 215 ribu ekor gajah jantan afrika dewasa berbobot 6 ton (National Geographic Indonesia, 2018).
- ❑ 1 toko/gerai menghasilkan 300 lembar kantong plastik per hari yang mana 50% kantong plastik tersebut digunakan sekali pakai dan dibuang (KLHK RI, 2016).
- ❑ 80% sampah di laut berasal dari daratan. (Li dkk., 2016)
- ❑ 8 juta ton plastik dibuang ke laut setiap tahunnya (Jambeck, 2015), ini sama dengan menuangkan isi satu truk sampah per menit ke lautan (World Economic Forum, 2016).
- ❑ Diperkirakan saat ini mikroplastik yang ada di air laut Indonesia jumlahnya ada di kisaran 30 hingga 960 partikel/liter (Pusat Penelitian Oseanografi Lembaga Ilmu Pengetahuan Indonesia, 2018),
- ❑ Antara 4.8 – 12.7 juta metrik ton limbah plastik masuk ke lautan dunia per tahun (Jambeck, 2015).
- ❑ Jenis sampah yang dihasilkan di Indonesia didominasi oleh sampah organik yang mencapai sekitar 60% dan sampah plastik yang mencapai 15% (KLHK RI, 2017).
- ❑ Pada kota besar, 1 orangnya menghasilkan 700 lembar kantong plastik per tahun (Greeneration Indonesia, 2008).
- ❑ Menurut Penelitian dari UC Davis dan Universitas Hasanuddin yang dilakukan di pasar Paotere Makassar, 28% sampel ikan yang diambil memiliki kandungan plastik di perutnya (Rochman dkk, 2015).
- ❑ Jumlah berat sampah dari kiriman luapan air dari Bogor jika dikonversikan setara dengan berat kosong empat pesawat Boeing tipe jumbo 737-900ER, yaitu 44 ton (Medcom.id, 2019)
- ❑ Timbulan sampah nasional diperkirakan sudah mencapai 175.000 ton per hari atau setara 64 juta ton per tahun, dan diperkirakan 3,2 juta ton per tahun sampah plastik yang dibuang ke laut. (KLHK RI, 2015)
- ❑ Perkiraan pemakaian sedotan di Indonesia setiap harinya mencapai 93.244.847 batang. Sedotan-sedotan tersebut datang dari restoran, minuman kemasan, dan sumber lainnya. Jumlah sedotan sebanyak itu jika direntangkan akan mencapai jarak 16.784 km, atau sama dengan dengan jarak yang ditempuh dari Jakarta ke kota Meksiko (Divers Clean Action, 2017).

# DESIGN YOUR COMMUNICATIONS COLLATERAL

Essential components you need to create your  
campaign material.



# COMMUNICATION COLLATERAL GUIDELINE

Support the message you want to communicate to your audience by using this collateral guideline.

01 Truck Promotion



02 Social Media Poster



03 Social Media Poster



04 Calendar Promotion



## Umbrella logo

Gerakan Indonesia Bersih's logo.

## Initiative Logo

Display your campaign logo so that people can associate with your campaign.

## Informative Facts

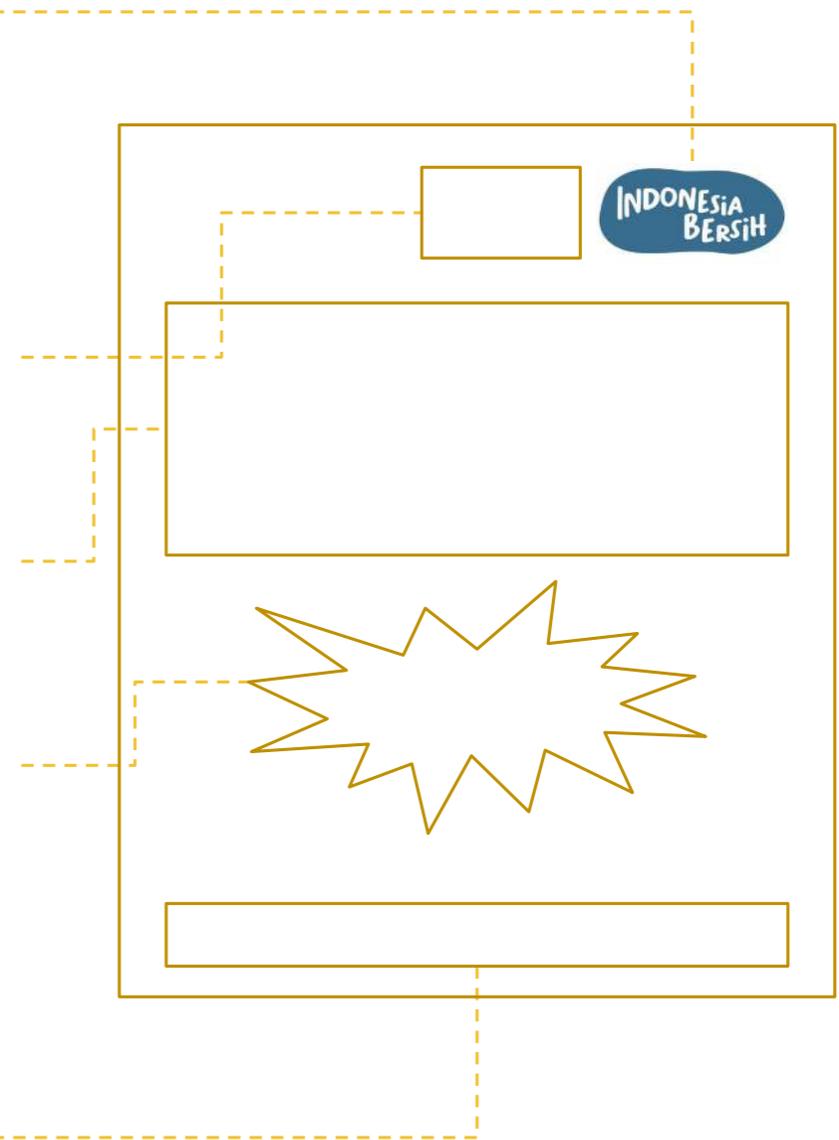
Display information that raise your target audience's awareness of the issue.

## Persuading Message

Include a message that would engage and resonate with your target audience.

## Call-to-Action hashtag

This is the main driving force behind your campaign.





### Key Characteristics

- Target audience in Public facility: Commuters on roads.
- Key Behavioral Barrier: NIMBY.
- Below the Line (Outdoor Promotion) on a moving channel (Truck).

### Color Palette:

Combination of striking colors such as red, blue and yellow are useful for catching the audience's attention from far.



### Typography:

## Rockwell Extra Bold

## Futura BK BT

These fonts are easy to read even if the truck is moving.

### Initiative Logo

Trash Hero's Logo



### Umbrella logo

Gerakan Indonesia Bersih's logo



### Call to Action

These hashtags allows the audience to stay connected with the campaign through social media.

### Persuading Message

Adopting a humorous approach, this message reads "Don't say you are handsome if you are still littering!".



### Key Characteristics

- Target audience in a Public facility: Commuters on roads.
- Key Behavioural Barrier: NIMBY.
- Through the Line (Social Media Promotion).

### Color Palette:

The contrasting dark and light teal tones adjusted gives sense of serenity to follow what is about.



### Typography:

Futura BK BT

### Initiative Logo

Waste 4 Change



### Umbrella logo

Gerakan Indonesia Bersih's logo



### Informative Fact

This informative fact serve to underline the significance of not throwing trash from the car. It reads, "80% of waste in the ocean comes from land".

### Persuading Message

This is a rhyme which reads "Do not hate the person but hate their actions."



**Key Characteristics**

- Target audience in Non-public area: Households.
- Key Behavioural Barrier: Perception that they are not responsible for their own litter.
- Through the Line (Social Media Promotion).

**Color Palette:**

This palette reflects the fun themes of the message.



**Typography:**

Futura BK BT

**Initiative Logo**

Trash Hero's Logo



**Call to Action**

**Hashtag**



**Umbrella Logo**

Gerakan Indonesia Bersih's logo



**Persuading Message**

This message is in the form of a pantun. The use of this traditional literary style is to attract and engage the audience. The message within the pantun read "Love the environment, please do not litter."

**Informative Fact**

The fact highlights that "48% of waste in Indonesia comes from households".



**Key Characteristics**

- Target audience in Non-public area: Community Group such as local schools, housewives who love collecting calendars.
- Key Behavioural Barrier: Littering will not have a big impact on the environment.
- Below the Line (Promotion on Wall Calendar).

**Color Palette:**

Most of the wall calendars are colored white. The message is inserted in blue-transparent box on the left side to not block the picture yet the message still can easily be read. The color combination is aligned to color template and Gerakan Indonesia Bersih.



**Typography:**

Futura BK BT  
Baskerville Old Face

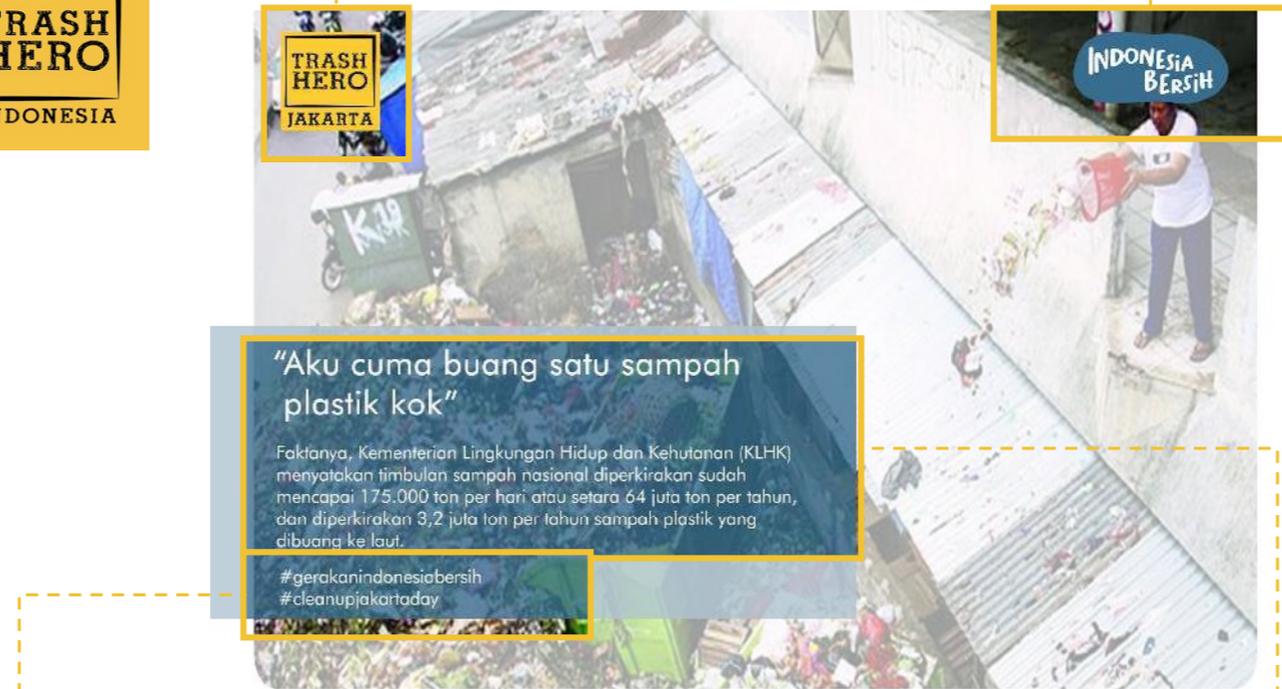
**Initiative Logo**

Trash Hero's Logo



**Umbrella logo**

Gerakan Indonesia Bersih's logo



**Call to Action**

These hashtags allows the audience to stay connected with the campaign through social media.

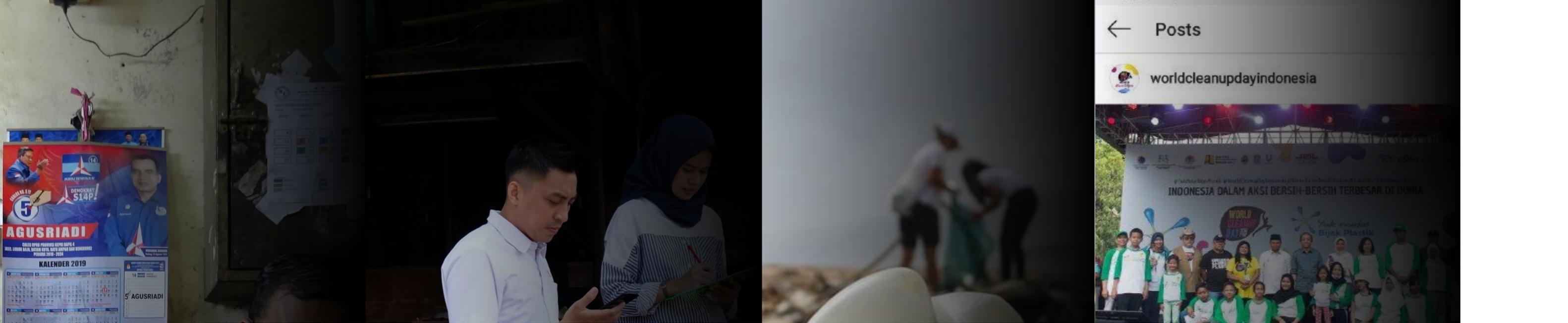
**Persuading Message and Informative Fact**

The quote is a common perception that people have, "I am only throwing away one piece of plastic". The informative fact highlights the amount of waste generated a year, whereby "about 3.2 million tons a year of plastic waste is thrown into the oceans.

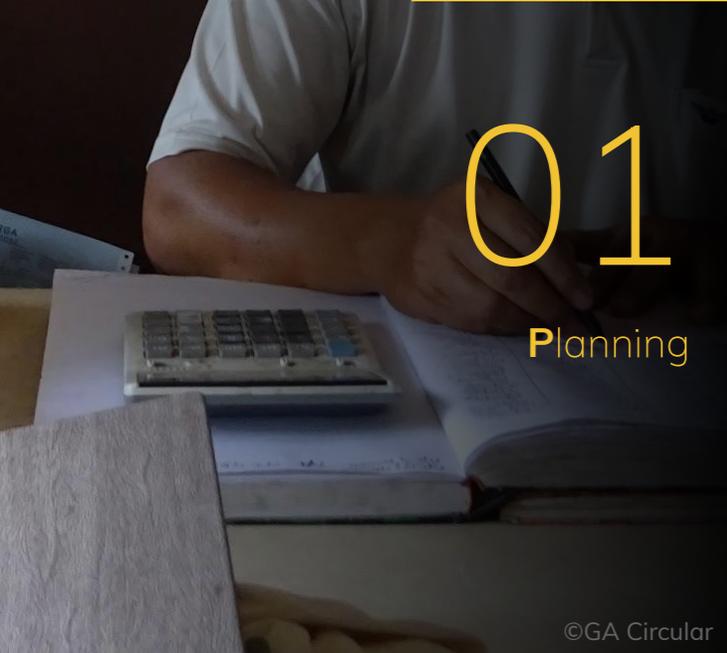
# LAUNCH A **CLEAN-UP** ACTIVITY

A Toolkit: The 4Ps of Organising a Clean-Up





# The 4Ps of Organising A Clean-up



01

Planning

©GA Circular



02

Prepare

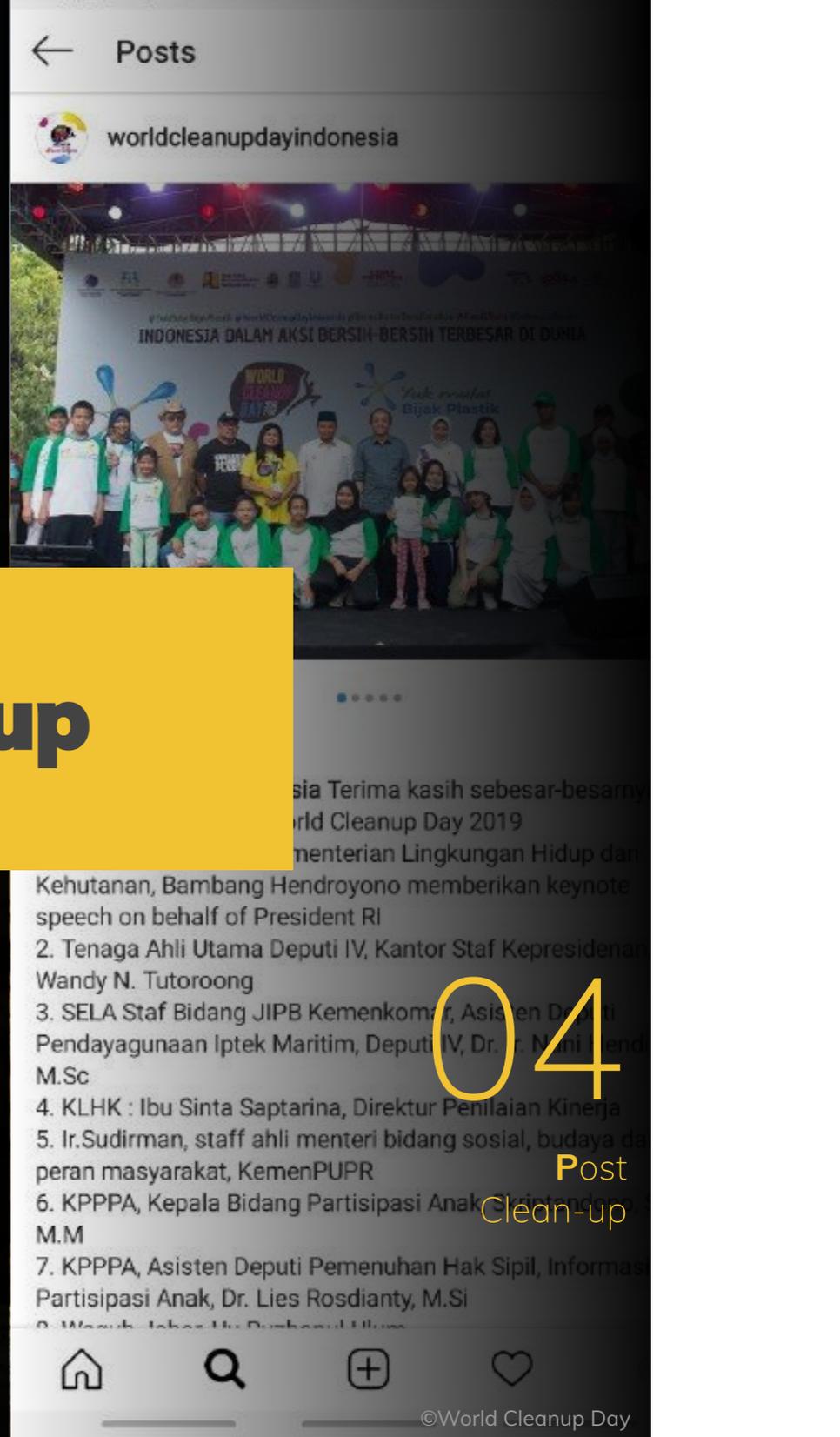
©Waste4Change



03

Present Day

©Brian Yurasits



# 01 PLANNING

## Picking a Location

Select a location and conduct a **site visit**, if necessary, to determine the following:

- ❑ Safety of the location
- ❑ Ease of accessibility for volunteers and waste collection.
- ❑ Relevant stakeholders within the area that could be engaged for clean-up.
- ❑ Specific areas for volunteers to clean-up.
- ❑ Waste collection points to dispose the waste collected at the end of the event.
- ❑ Meeting point within the area for volunteers to gather before the clean-up activity.
- ❑ Nearby hospitals/ clinics in case of emergencies.

## Discuss and Coordinate

Discuss with your team the following.

- ❑ Objectives of the clean-up (e.g. What do you want the volunteers to learn from the event?).
- ❑ Date and Time (select a backup date for contingency purposes).  
**Tip: Choose a date at least 1 month in advance. Weekends are typically better in gathering the general public.**
- ❑ Target number of volunteers/ Number of volunteers needed depending on the size of the clean-up area.

### General Safety

- ❑ Appoint an organising team member (preferably with first-aid knowledge) to be the safety in-charge and be stationed at the registration counter.
- ❑ Prepare a safety briefing for the clean-up day (emphasise the importance for volunteers to remember) which would include:
  - ❑ Name, phone number of safety in-charge.
  - ❑ Reminders for volunteers to stay hydrated, be careful when picking up hazardous, sharp objects, dead or entangled animals, and that if the object looks heavy or is in an unstable position, avoid removing it.

**Coordinate with the stakeholders** that have the right resources and/or skills that can support the implementation of clean-up.

**Examples: NGOs, community groups, local institutions, community leaders, local government/agencies, private businesses, influencers**

### NOTE

**List of government agencies that can be involved:**

1. Marine and Fisheries Ministry
2. Marine and Fisheries Service in the area
3. Environmental Agency in the area
4. Regional Sanitation Service
5. Local security forces
6. Local district
7. Local village / kelurahan

### NOTE

Prepare a budget and proposal for collaboration. Set up a meeting with the stakeholders and discuss the following:

1. Number and demographics of participants.
2. Details on the clean-up organiser (that's you!).
3. Logistics and transport needed.
4. The person in charge of the location.
5. Plan to manage participants' safety.
6. Location permit for location for the implementation of the clean-up activity.

## Design and Promote

To spread the work of your **clean-up, design your event collateral** which should include the following:

- ❑ Persuading message and informative fact.
- ❑ **Tip: Consider the messaging types and design styles that would resonate with and appeal to your audience, outlined in the Paybook page 16-18.**
- ❑ Date and time of clean-up.
- ❑ Location.
- ❑ Meeting point.
- ❑ Registration link for volunteers to sign up.
- ❑ Logos of relevant sponsors and/or stakeholders.

### Promote your clean-up event

- ❑ Select the relevant media channels depending on your target audience.
- ❑ Publish the event collaterals with the registration link regularly before the event. Set a deadline for them to register.
- ❑ Close registration when the target number of volunteers is reached.

# 02

## PREPARE LOGISTICS FOR CLEAN-UP

### Supplies Needed on Land

(omit if not applicable)

- ❑ Work gloves  
*Note: For safety reasons, avoid single-use latex gloves as you will not be protected from sharp objects.*
- ❑ Masks
- ❑ First-aid kit for minor cuts or scrapes
- ❑ Used gunny sack for waste collection
- ❑ Ground fork/leaf rakes/shovel
- ❑ Support vehicle to transport garbage (example: carts, trucks)
- ❑ Weighing scales (examples: fishing scale, luggage scale, kitchen scale)
- ❑ Megaphone
- ❑ Camera, drone
- ❑ Data recording sheet (**refer to Data Recording Sheet Template**)
- ❑ Pen, markers

### Supplies Needed at Sea

(omit if not applicable)

- ❑ Work gloves  
*Note: For safety reasons, avoid single-use latex gloves as you will not be protected from sharp objects.*
- ❑ Life vests
- ❑ Used wet net for wet waste collection
- ❑ Boat to transport garbage
- ❑ Weighing scales (fishing scale, luggage scale, kitchen scale)
- ❑ Camera, drone
- ❑ Data recording sheet (**refer to Data Recording Sheet Template**)
- ❑ Pen, markers
- ❑ Diving equipment (**OPTIONAL**)
- ❑ Perform standard dive checks

# 03

# PRESENT DAY

**Bring Supplies**

**Set Up Registration Counter**

## **Pre-Event Briefing**

Your opening remarks.  
Teach them how to sort the items (if sorting waste as they collect).  
Safety Briefing.  
Site Layout.  
Ending time and gathering point.

## **EVENT START**

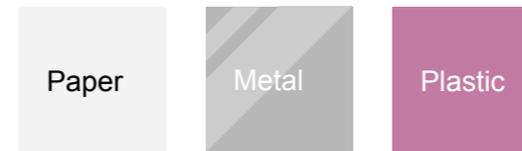
## **Waste Collection and Sorting**

### **Weigh or Estimate**

Record the weight of the sorted waste

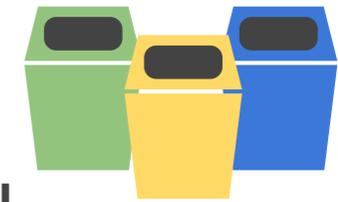
### **Item Count**

Count the number of items in each category and record them in the **Data Recording Sheet Template** provided with the toolkit. Use the tally system. Example: If you found a plastic fork, mark the item as I, and every subsequent plastic fork with another I. Continue the tally system IIII = 7



### **Sorting**

You may choose to gather all the waste collected in a designated site before sorting it into the different categories **OR** sort the waste as you collect. Refer to the **Data Recording Guide** to help you identify the waste collected.



### **Disposal**

Check again that no trash is left behind once the participants have gathered back at the rendezvous point. Once done, dispose the trash collected according to how it was sorted at the waste collection areas.

### **Sharps and Dangerous objects**

For disposal of sharp items (example: syringes or pieces of broken glass), dispose them in a wide-mouth container that has a tight screw lid (example: empty liquid laundry detergent bottle or jerry cans, and label it clearly).

## **EVENT CLOSE**

**Closing Remarks**

**Photo Taking**

# 04

# POST CLEAN-UP DAY

**Publicise** your pictures and interesting information from the clean-up on social media platforms.

**Survey** your volunteers and your clean-up team to understand what they enjoyed and what could be improved for future clean-up events.

**Encourage them to share** their experiences, and pictures (if any). Their stories and pictures can be posted, with their permission, to social media platforms. This would attract more people to participate in other clean-up events or organise their own clean-up events.



©World Cleanup Day Indonesia



©World Cleanup Day Indonesia



©Clean Action



©Clean Action

# Data Recording Sheet Template

Organiser:

Data collected during the clean-up will be very useful for educating/creating educational materials for the community, and creating solutions to tackle these waste problems. Through partnerships with businesses, governments, environmental groups and citizens, we are working together to change the behaviour and habits of people who litter. Thank you for being part of the process!

Collaborators:

Clean up Location:

Type of Location:

\*Riverways/ Beach/ Residential/ Others \_\_\_\_\_

Province:

City/Regency:

Districts:

Village:

Date:

Number of participants:

Weather during Clean-up:

Amount of Organic Waste (kg):

\*Estimated/Measured

Amount of Inorganic waste(kg):

\*Estimated/Measured

**Top Concerns**

List the top 3 debris items that heavily concerns you and state the reason why

- 1.
- 2.
- 3.

**What is the most unusual item found?**

Leader of the Organising Team:

Email:

Contact Number:

Note: \*Cancel out options that are not applicable, accordingly

Refer to the **Data Recording Guide** for images on the following trash items

Plastic Materials	Tally (###)
01. Bags (plastic) - grocery/retail/trash	
02. Balls	
03. Baskets/Crates	
04. Beverage bottles (less than 1.5 litres)	
05. Beverage bottles (1.5 litres or more)	
06. Bottles (Laundry), Jerry cans (2 litres or more)	
07. Bottle caps & lids	
08. Gallon caps	
09. Cigarette butts	
10. Cigarette lighters	
11. Cigarette tips	
12. Containers (food)	
13. Cotton bud sticks	
14. Diapers	
15. Disposable cups, plates, forks, knives, spoons	
16. Fishing lines, nets, traps, ropes (plastic/nylon)	

Plastic Materials	Tally (###)
17. Food wrappers	
18. Mesh bags	
19. Mica plastic	
20. Pouches	
21. PVC pipes	
22. Straws, stirrers	
23. Styrofoam (Gabus)	
24. Syringes	
25. Other plastics	
Glass & Ceramic Materials	Tally (###)
26. Bottles	
27. Shards	
28. Other glass and ceramics	
Organic Waste	Tally (###)
29. Food waste	
30. Agriculture waste	

Metal Materials	Tally (###)
31. Aluminium cans	
32. Caps and lids for glass bottles	
33. Iron rods	
Rubber Materials	Tally (###)
34. Balloons	
35. Latex gloves	
36. Tyres	
E-Waste	Tally (###)
37. Batteries: AA, AAA, C&D, 6V, 9V etc.	
38. Electronic gadgets (computer, keyboards)	
39. Household Appliances	
40. Lighting Equipment (tubes, bulbs)	
Cloth Materials	Tally (###)
41. Gloves (cloth), towels, rags	
42. Gunny sacks	
43. Rope (cloth)	

Refer to the **Data Recording Guide** for images on the following trash items

Paper/Cardboard Materials	Tally (###)
44. Cardboard (packaging & cartons)	
45. Magazine/Duplex	
46. Newspaper	
47. White Paper	
Mixed Materials	Tally (###)
48. Clothing	
49. Construction materials (bricks, cement chunk)	
50. Footwear (Flip-flops, sandals, shoes)	
51. Toys	
Other Materials Identified For other items collected and can't be categorised above, fill them up here.	Tally (###)

**Additional Notes:**

# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



01. Bags (plastic) - grocery/retail/trash



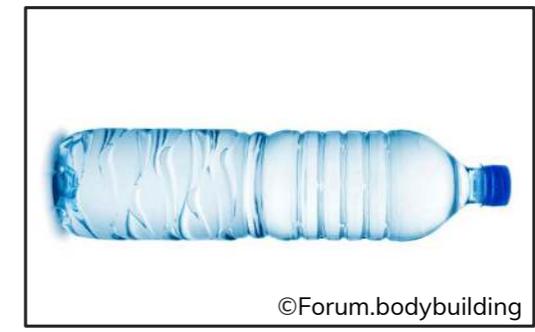
02. Balls



03. Baskets/Crates



04. Beverage bottles (plastic)  
(less than 1.5 litres)



05. Beverage bottles (plastic)  
(1.5 litres or more)



06. Bottles (laundry), Jerry cans  
(2 litres or more)



07. Bottle caps & lids



08. Gallon caps



09. Cigarette butts



10. Cigarette lighters



11. Cigarette tips



12. Containers (food)



13. Cotton bud sticks



14. Diapers



15. Disposable cups, plates, forks,  
knives, spoons

# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



©Miriadna

16. Fishing lines, nets, traps, ropes (plastic/nylon)



©Wbkeepitclean

17. Food wrappers



©eBay

18. Mesh bags



©Waste4Change

19. Mica plastic



©Swiss Pack

20. Pouches



©Masters.co

21. PVC pipes



©GA Circular

22. Straws, stirrers



©Waste4Change

23. Styrofoam (gabus)



©Courier Mail

24. Syringes

Any other piece of plastic that do not fall in the above categories or are unidentifiable

25. Other plastics



©Recycle Torrance

26. Bottles (glass)



©Cast Your Cares

27. Shards

Any other piece of glass and ceramics that do not fall in the above categories or are unidentifiable

28. Other glass and ceramics



©Wikimedia

29. Food waste



©Waste Management Review

30. Agriculture waste

# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



31. Aluminium cans



32. Caps and lids (metal)



33. Iron rods



34. Balloons



35. Latex gloves



36. Tyres



37. Batteries: AA, AAA, C&D, 6V, 9V etc.



38. Electronic gadgets (computer, keyboards)



39. Household Appliances



40. Lighting Equipment (tubes, bulbs)



41. Gloves (cloth), towels, rags



42. Gunny sacks



43. Rope (cloth)



44. Cardboard (packaging & cartons)



45. Magazine/Duplex

# Data Recording Guide

If you find an item listed here, mark the respective item as **I** on your **Data Recording** sheet.



©Canberra

46. Newspaper



©Bits of Wisdom for All

47. White Paper



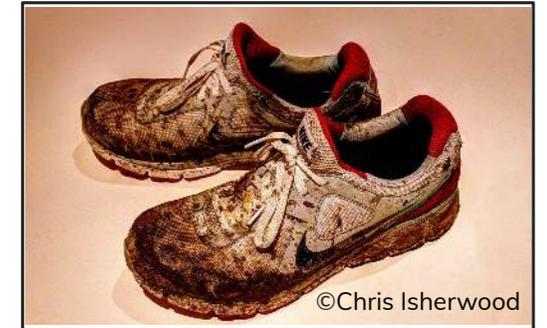
©astranysicismy

48. Clothing



©News NRN

49. Construction materials  
(bricks, cement chunk)



©Chris Isherwood

50. Footwear  
(Flip-flops, sandals, shoes)



Attachment Parenting

51. Toys



**Gerakan Sekolah Bersih:**

# MAKE YOUR SCHOOL A **LITTER-FREE ZONE**

A school-friendly campaign guide to promoting Stop  
Littering behaviour





# Steps to make a Litter Free-Zone Campaign at School

01

Planning

02

Education on Waste Management Issue

03

Create A Green team

04

Concepting the Action Plan

05

Implementation & Monitoring

# 01 PLANNING

## Select a Location

Select a school location and conduct a survey visit, if necessary, to check the school's existing condition. Several points below can be used as factors to help prioritize which schools to be targeted:

- ❑ The school is located in the scope area of project.
- ❑ The school lacks information about waste management practices.
- ❑ The school lacks a waste management facility.
- ❑ The school is not managing its environment well (e.g. litter is found around the school, waste is managed by open burning, etc).

## Dealing with the School

Coordinate with the stakeholders that can give a recommendation of a school or can support the implementation of the campaign.

**Examples:** national government/agencies and local government/agencies.

Prepare the permission letter and attach your **Project/Initiative Proposal**, that you will submit to the school and to related stakeholders to ask for permission to collaborate and to execute the campaign. Refer to the STAKEHOLDERS ENGAGEMENT section of the playbook and follow the 5 steps on how you can approach and engage the relevant stakeholders from the beginning of planning your campaigns and check the template to prepare the permission letter at the START NOW AND DEVELOP YOUR OWN CAMPAIGN section.

Create the **MoU (Memorandum of Understanding)** to set the boundaries and roles of the school and your organization.

Discuss with the school leader the following.

- ❑ Objectives of the litter-free zone campaign that will be held in the school.
- ❑ Benefits and impacts for school by joining the litter free-zone campaign.
- ❑ The timeline and the activities of the campaign.
- ❑ A specific litter-free zone campaign that will be effective to be implemented in that particular school.

# 02 EDUCATION ON WASTE MANAGEMENT ISSUE

This education session is an opportunity for you to share with students on the importance of a responsible waste management - especially on plastic waste - including on the importance of reduce the use of SUP. This session is an effort to raise the awareness of the students before involve them in the concepting and implementing the campaign in their class/school.

## **Selection of topic and activity:**

1. Sharing session with slides/video on:
  - ❑ How is the existing condition of plastic waste in Indonesia?
  - ❑ What is the impact of plastic waste to the environment?
  - ❑ How to reduce the use of plastic?
2. Games.
3. Pre and post test.



# 03 CREATE A GREEN TEAM

Collaborate with teachers, and select students to be members of school's Green Team - a team who will act as agents of change in their school. They will be the one who you will assist to create a plan to raise students' awareness as well as to encourage students to take action. You will work closely with the Green Team to make the litter-free zone campaign successful.



**Select** the Green Team based on their willingness to volunteer, their level of participation during the Awareness session and their proven understanding of the discussed topics through a simple test. Also ask advice from the teachers about the candidates you are considering.

**Discuss** the objectives and purposes of the campaign that will be held with representative students and teacher of the Green Team. Ask for their opinions about the campaign and their concerns about their school's existing condition related to the campaign.



**Assist** the Green Team in creating a litter-free zone action plan for their school. Encourage them by telling them that they are the agents of change in their school - they will be the ones who would start changing students' behaviour to stop littering.

# 04

## CONCEPTING THE LITTER-FREE ZONE CAMPAIGN

Prepare your campaign by considering the challenges, outcomes, resources, and deliverables. Draw your timeline, with layers of engagement and progress markers. Collaborate with the Green Team to conceptualise the campaign.

### Concepting The Action Plan

#### Define

Identify the littering habit in your target school, analyze the **cause of the problem** and explore the challenges.

#### Ideate

Brainstorm to get ideas to change student's littering habit through a campaign. Summarize the selected ideas into an **action plan**.

#### Determine

Monitoring tools that will help you to evaluate the activities from your action plan and identify improvement opportunities to achieve behaviour change.

### Select specific target audience or target location

**Target** a particular audience/location for the litter-free zone campaign in school to make sure the message will be delivered and the campaign will have an impact in solving the littering problem.

Consider involving the parents/ families of students as secondary audiences as they have influence over their children's decisions and behaviours.

### Selection of the Media Campaign

Media campaigns can be variations of (e.g.) :

- Physical media (e.g. signage or poster on wall magazine).
- Social experiments (e.g. video media content).
- Online media (e.g. use school social media platform and website).
- Audio media (e.g. using school radio to campaign about litter-free zone school).
- Persuasion team (e.g. Green team should regularly announce/remind other students of the litter-free zone campaign).

# 04 CONCEPTING THE LITTER-FREE ZONE CAMPAIGN

The following are some examples of activities that your Green Team can consider incorporating into your action plan.

## Regular clean-up activities



Conduct clean-up activities in the surrounding neighbourhood near the school, twice a month.

Refer to *The 4Ps of Organising a Clean-Up* for the logistics needed, and for a data recording sheet template and data recording guide that the students can use while cleaning up.

## Implementation of bins



Example of an initiative in India where children are invited to paint bins.

Waste management games that teach kids how to bin their waste.

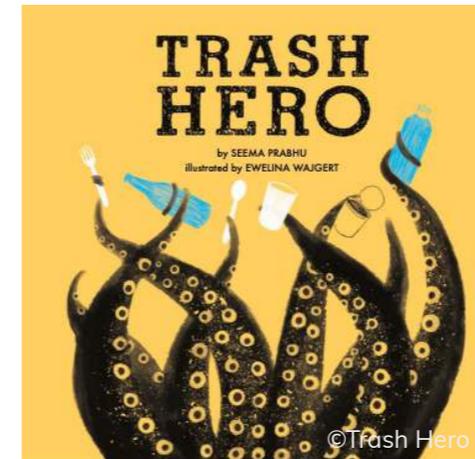


Work with the schools' management to have bins within each classroom and in various locations within the school, such as in the school canteen and courtyards.

Get students to paint these bins to make bins attractive and to motivate people to bin their waste.

You can also include games to teach children about general topics such as how to bin the waste. Refer to the *COMMUNICATION COLLATERAL GUIDE* for samplesession.

## Story-telling sessions



For younger students, conduct storytelling sessions of the impacts of plastic waste in oceans and harms to marine life, followed by a reflection session to get the students to think about their actions.

Trash Hero Kids has a storybook of a child dedicated to helping sea creatures escape harm from trash and his plight as the amount of plastic waste in the oceans increases. Teachers can get a copy through [kids@trashhero.org](mailto:kids@trashhero.org).

## Sharing & Gasesions



Conduct weekly sharing sessions whereby students can take turns in sharing what they have learned about the littering habits.

They can share facts on:

- ❑ Waste generation amounts.
- ❑ Scattered Waste in Indonesia.
- ❑ Impacts of plastic waste on marine life.
- ❑ State of waste management system/ conditions of landfills.

# 04

## CONCEPTING THE LITTER-FREE ZONE CAMPAIGN

**Schedule** the socialization session of the campaign to the other students. This socialization should be done by you and the Green Team. Make sure that all of the targeted students attend this socialization agenda.

**Describe** the litter-free zone campaign action plan in front of students. Tell about the impacts and the benefits that the students and the school will gain if they support this campaign. Encourage the students to ask questions or add their input to the designed action plan.



# 05

## IMPLEMENTATION & MONITORING



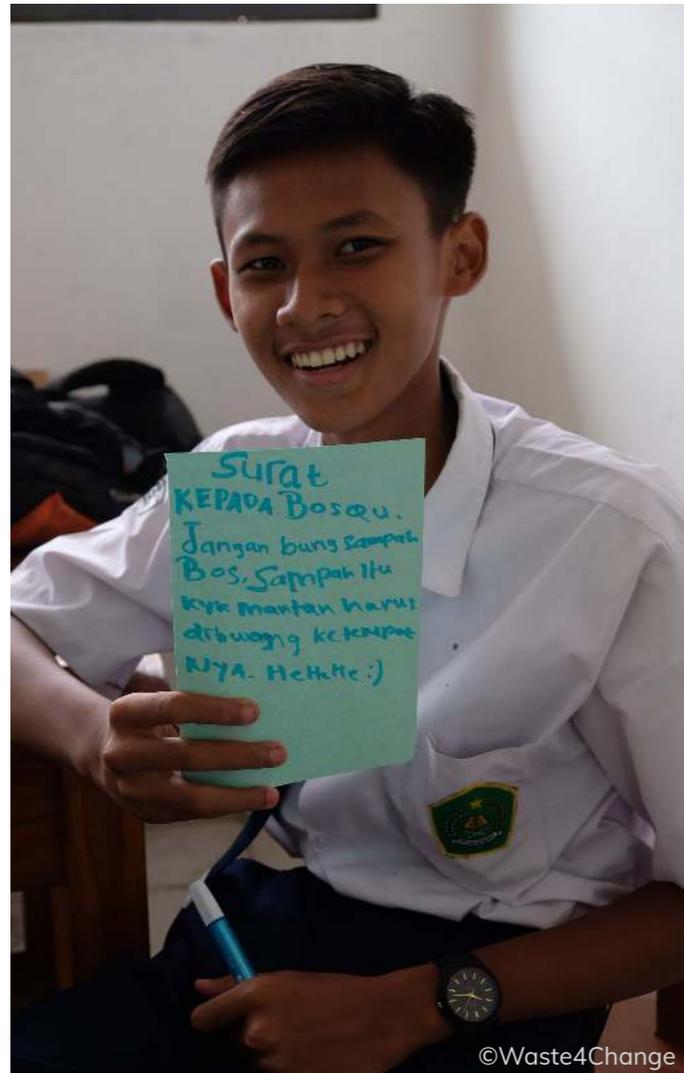
**Start implementing the actions and encourage the students to share** the actions that they do to support the campaign in their school. Their stories and pictures can be posted, with their permission, to social media platforms. This would attract more students from other schools to join this litter-free campaign and expand your campaign to more schools. A contest can be held to reward those with most creative or most viewed/ shared content, to garner more publicity.



**Monitor and evaluate** the actions implemented to measure the behaviour change achieved, to see the reach of the campaign, and to understand the challenges faced as evaluation for future improvements. Refer to the *IDENTIFY SUCCESSES AND AREAS FOR IMPROVEMENT* steps of the Campaign Roadmap section.

# 05 IMPLEMENTATION & MONITORING

Given the heavy influence of parents on children's consumption behaviour and decisions, the involvement and support of the parents, and other family members at home are important to further sustain the behaviour that is being taught outside of schools. The following are examples of activities that can be done to bring in the involvement of the parents.

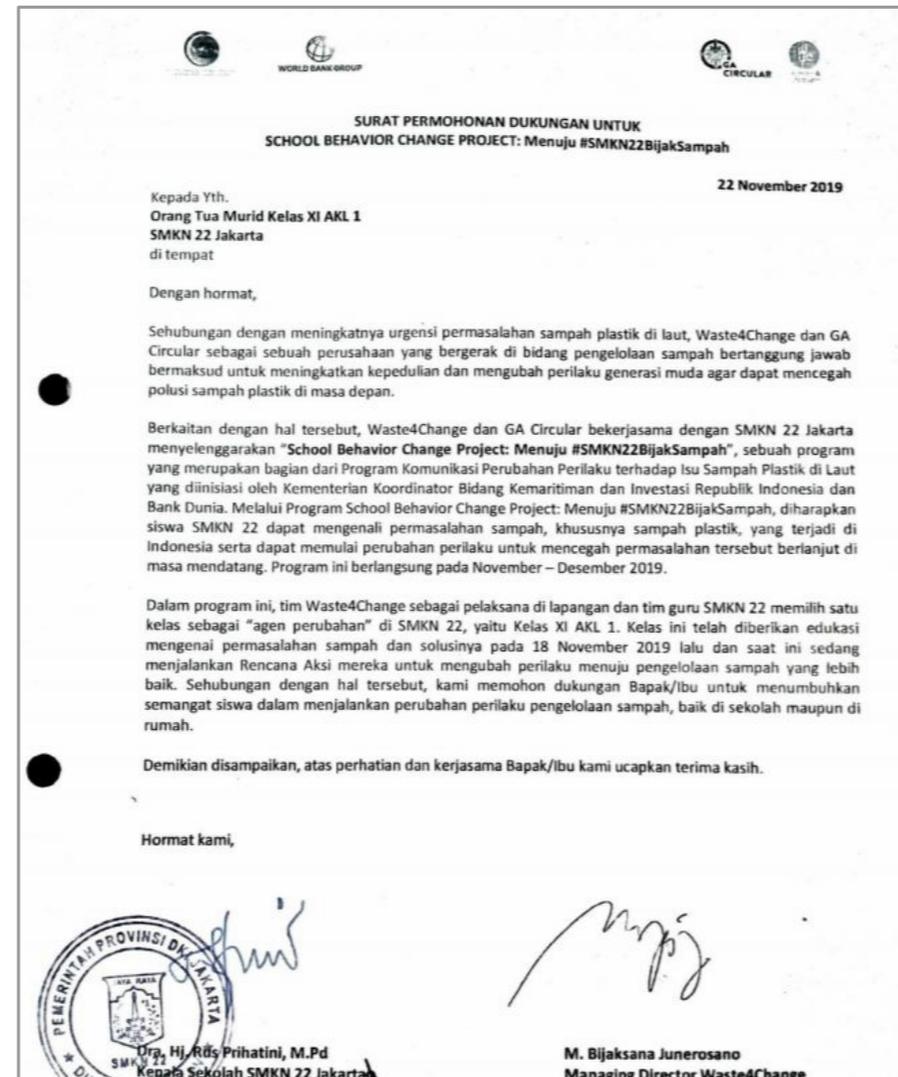


©Waste4Change

## Reflection Letter by Students

A week into the campaign, get the students to reflect on the activities and write a letter to someone with whom they would like to share the message, and what they have learnt from the campaigns.

They can write to a parent, a sibling, or other family members.



## Official letter to parents

An official letter from the school to parents regarding the ongoing campaign can be written out and given to parents, to seek their support in motivating their children in adopting the right behaviours.

The contents of the letter can include:

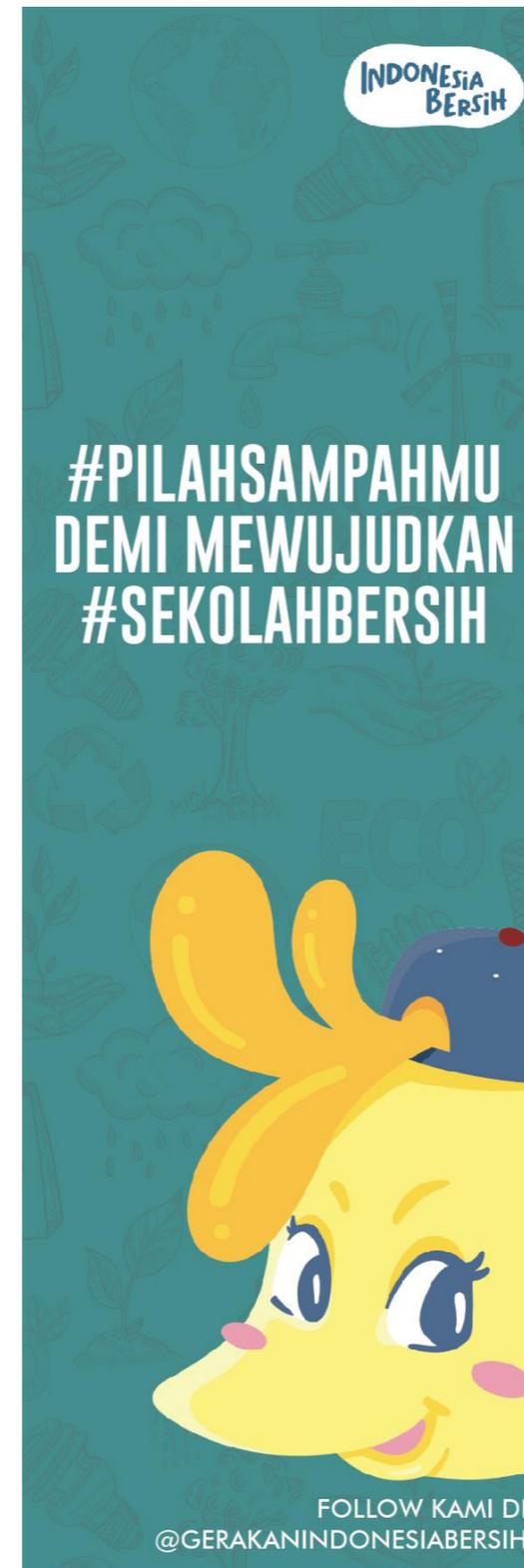
- ❑ Objectives of the campaign
- ❑ Activities within the campaign
- ❑ Appeal for parent's support and how parents can be involved

# Banners for Gerakan Sekolah Bersih



As part of the Gerakan Sekolah Bersih program, you can use these banners to promote different actions to keep your school free from waste. The banners can also show the public that the school is part of a larger Gerakan Sekolah Bersih movement.

The banners make use of the Gerakan Indonesia Bersih mascots or merchandises to introduce Gerakan Indonesia Bersih's identity assets.





# LEARN FROM SUCCESSFUL CAMPAIGNS

Identify key elements of a successful campaign.



# WORLD CLEANUP DAY



## Campaign Description

In 2018, Indonesia joined the World Cleanup initiative where people across 150 countries get engaged in clean-up actions simultaneously. Around **34 provinces** joined the 2018 World Cleanup Day Indonesia with **7.6 million participants**, making it the largest World Cleanup initiative.

The activities within the initiative were:

- The main clean-up event is held every third Saturday of September.
- Roadshows in schools to build community awareness.
- Illegal waste mapping to fight blindness of waste.

## Learning Points

The initiative has been successful in gathering large numbers of volunteers and participants and even after the main clean-up event, participants began to take action through community-level efforts. This is attributed to giving the participants a sense of ownership of the movement which kept them motivated through the initiative. Additionally, the use of hashtags (#kami13juta or #weare13million) gets participants excited to come together to achieve this target.

The initiative engages and involves multiple stakeholders including, government, community groups, businesses, and influencers to gain their support for the initiative.

*What's important to us is to make the people feel like they belong to the movement*

Agustina, Leader, World CleanUp Day



@worldcleanupindonesia



01

### Target Audience

Youths and young adults in a public facility.

02

### Key Behaviors and Barriers

Behavioural barriers:

- Littering will not have a big impact on the environment.
- Littering is socially accepted.
- It is not my responsibility.
- Not in my backyard (NIMBY).

Structural Barriers:

- It is difficult to find a trash can, so people do not know where to throw the waste.

03

### Stakeholder Engagement

- National Government - Coordinating Ministry of Maritime Affairs, Ministry of Environment and Forestry (KLHK).
- Local influencers - e.g. Chelsea Islan, Nadine Chadrawinata (Sea Soldier), Hamish daud.
- Corporates/ Businesses - e.g. Chandra Asri Petrochemical, JNE.



# WORLD CLEANUP DAY



**KOTA**  
**WORLD CLEANUP DAY 2018**  
15 SEPT  
**BINJAI**

WORLD CLEANUP DAY ADALAH AKSI GOTONG ROYONG TERBESAR DI DUNIA YANG MENYATUKAN 150 NEGARA DAN MELIBATKAN 380 JUTA RELAWAN PENDUDUK DUNIA

**“YUK IKUTAN KEGIATAN SOSIAL RELAWAN MEWAKILI INDONESIA DAN KOTA BINJAI”**

**“JADILAH BAGIAN UNTUK PERUBAHAN LINGKUNGAN HIDUP BUMI”**

SABTU, 15 SEPTEMBER 2018  
PUKUL 07.00 Wib  
LOKASI : TERMINAL BINJAI/STASIUN KERETA API BINJAI

DINAS LINGKUNGAN HIDUP KOTA BINJAI  
BANK SAMPAH BINJAI  
KWARCAB BINJAI  
SAKA KALPATARU

NB : Diharapkan Relawan Membawa Kantong Plastik, Sarung Tangan, Makanan Tanpa Bungkus, Tumbler Minuman (Untuk Mencegah Timbulan Sampah Baru)

WORLD CLEANUP DAY 2018 15 SEPT

**14 622 000** VOLUNTEERS HAVE PARTICIPATED IN WORLD CLEANUP!

LET'S DO IT TOGETHER!

WORLD CLEANUP DAY 2018 15 SEPT

**JADI CLEANUP HERO DI KOTAMU!**  
**WORLD CLEANUP DAY 2018**

Kami mengajak komunitas/ kelompok yang ingin terlibat kerja bakti massal

Sabtu, 15 September 2018  
Pukul 06.00 - 12.00  
Di seluruh provinsi se-Indonesia

Ajukan lokasi kerja bakti di [wcdid.jakarta.relawan.org/worldcleanupday](http://wcdid.jakarta.relawan.org/worldcleanupday)

04

## Messages

- “Be a cleanup hero in your city”, “Be a part of changing the environment” - Tapping on people’s strong sense of local identity and empowering people to be agents of change.

## Channels

- Offline - Roadshows in schools.
- Online - Instagram, Twitter, Whatsapp groups to spread campaign materials and share updates, [Indorelawan.org](http://Indorelawan.org) for volunteer registration.

05

## Monitoring and Evaluation

World Clean Up Day Indonesia was initiated in 2018 with 7.4 million participants across 24 provinces. In 2019, they managed to gather the highest number of participants amongst the other participating countries, 9.1 million participants. The measures of success are the total number of participants present on the day, and the amount of waste collected from all participating regions/ provinces.

	2018	2019
Volunteers	7.6 million	9.5 million
Provinces	34 provinces	34 provinces

# GERAKAN PUNGUT SAMPAH



## Campaign Description

Gerakan Pungut Sampah (GPS) is a national movement that began as a local movement promoted in the city of Bandung by CleanAction, with the aim of getting people to be comfortable with tackling their own waste problem and setting an example within the community. It focuses on engaging the general public in frequent cleaning activities across the city and creating awareness on the importance of not littering. This initiative is supported by the government of Bandung and is frequently promoted through social media. The cleanup activities often take place in public facilities such as Dago Car Free Day every Sunday.

The activities within the initiative include:

- Clean up activity every week for 10 weeks.

## Learning Points

The initiative, which began in the city of Bandung has caught the attention of the Bandung government and other 23 cities which have approached the GPS Bandung team to learn how to conduct the campaign within their cities and had requested for GPS material to conduct the campaign. By collaborating with multiple stakeholders, including media companies, the movement is able to gain more traction.

Feedback is gathered from the participants at the end of every week's GPS event and will be used to improve the following week's events.

Participants are encouraged to share their actions on social media to influence others to join in the events. Rewards are also given by Clean Action to participants who have joined 10 GPS events to keep people motivated to join more GPS events and adopt the values in their daily lives. These rewards usually come in the form of merchandise such as GPS t-shirts.



@GPSbdg



01

### Target Audience

The general public of Bandung in a public facility (streets).

02

### Key Behaviors and Barriers

Behavioural barriers:

- Littering is socially accepted.
- It is not my responsibility.
- Not in my backyard (NIMBY).

Structural Barriers:

- No law enforcement.
- Lack of infrastructure.

03

### Stakeholder Engagement

- Community Groups
- School/ Universities.
- Local NGO - Clean Action.
- Local Government - Bandung City Government.
- Local influencers - Bapak Ridwan Kamil, Ibu Atalia, Febri HiVi.
- Corporate/ Businesses.



# GERAKAN PUNGUT SAMPAH



**let's join us!**  
**Gerakan Pungut SAMPAH**  
 DALAM RANGKA  
**HARI ULANG TAHUN DEPOK CLEAN ACTION ke-1**

**bawa tumbler sendiri**

**Lokasi**  
 Kawasan Car Free Day  
 Grand Depok City  
 (Gerbang GDC & Ruko Verbena)

**Acara**  
 - Edukasi Kebersihan.  
 - Gerakan Pungut Sampah.  
 - Sharing Komunitas.  
 - **FREE LUNCH.**

**Waktu**  
 Minggu, 19 Maret 2017  
 pkl 07.00 - 12.00

cleanactiondepok@gmail.com | Depok Clean Action | @depokcleanaction  
 FOR MORE INFO : Oki 0856 7804 654 / Wahyu 0856 1502 350

**Supported by:** Sekolah Relawan, NURUJI-CENTER, HALO POLISI PANIC BUTTON, youthNesia.id, Boui DPK, info Depok, Hijau, etc.

**GERAKAN PUNGUT SAMPAH DAN EDUKASI PERDA K3**

Minggu, 30 Juni 2019  
 Pukul 07.30 WIB

Titik Kumpul  
 CFD Dago (Eiger Backpack)

Bawa Tumbler | Pakai Transportasi Publik

Narahubung 0813 9437 8924 (Ari)

#NGAHIJI

GERAKAN PUNGUT SAMPAH

SENIN · RABU · JUMAT

04

## Messages

- “I swear, not littering is not difficult”, “Don’t just point fingers, let’s lend a helping hand” - Empowering people to be agents of change
- Campaign material features truthful content highlighting integration within the community through images of people picking up litter along the streets as good examples within the community

## Channels

- Offline - Printed media for big events
- Online - Instagram, Twitter, Radio programs

05

## Monitoring and Evaluation

Gerakan Pungut Sampah reaches 200 volunteers per weekly clean-up event across 10 weeks. Since its implementation, the Bandung government has incorporated the movement into their action plan and the movement has expanded to 23 other cities.

**200**  
Weekly Volunteers

**23**  
Cities involved in the movement

# PROJECT STOP



## Campaign Description

Project STOP focuses on reducing the leakage of plastics into the environment and increase plastic recycling in villages in Indonesia that lack waste management. By working with local communities such as fisherman collectives, women's groups and the local government, they have successfully convinced citizens to stop littering into rivers/ burning their waste, pay for waste collection and commence sorting of waste within their homes. 9000 households (since the start of the initiative in September 2018) in one village have been involved in the initiative.

The activities within the initiative include:

- Providing a waste collection system to the households in Muncar.
- Gathering agreement amongst households to pay for waste collection services.
- Conducting Door to Door Engagement and marking of households that have not paid for waste collection.
- Training households to do composting within their homes.

## Learning Points

Engagement of fisherman collective, women's groups, the local RW/ RT as well as schools allowed the initiators to address the challenges faced by the various stakeholders and get the agreement and involvement of the community in the initiative.

Provision of infrastructure is needed to facilitate the behaviour change of not littering into rivers. Regular community meeting and constant guidance and support to the households is key to keep the households engaged and updated on the progress of the initiative.



@endoceanplastic



©Project Stop

01

### Target Audience

The general public of Muncar in a non-public area (Muncar village).

02

### Key Behaviors and Barriers

Behavioural barriers:

- Littering is socially accepted.
- It is not my responsibility.
- Littering will not have a big impact on the environment.

Structural Barriers:

- No law enforcement.
- Lack of waste collection service.

03

### Stakeholder Engagement

- Community Group - Fishermen's group and Women's Group (PKK).
- School/ Universities.
- Waste Management Services.
- Corporate Businesses - Systemiq.
- Local NGO
- Local Government - RT/RW Head, Village Heads.

S Y S T E M I Q



WE NEED EVERYONE,  
BOTH **WOMEN**  
AND **MEN**,  
TO STOP OCEAN  
PLASTICS LEAKAGE

#WorldOceansDay  
#TogetherWeCan #ProjectSTOP



04

### Messages

- “We need everyone both women and men, to stop ocean plastics leakage” and “The community is the beating heart of Project STOP” - Empowering the community to be agents of change and be responsible for littering, and tapping on their strong sense of local identity

### Channels

- Offline - Door-to-door engagement, Community meetings
- Online - Whatsapp groups, Facebook, Twitter, Instagram

05

### Monitoring and Evaluation

Since the start of the project in 2018, 9000 households have been reached and 80% of the households are not paying for waste collection fees.

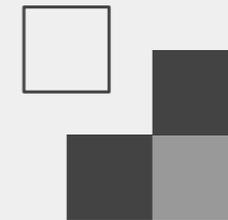
**9,000**  
Households

**80%**  
Of the households are  
now paying for waste  
collection fees

# START DEVELOPING YOUR OWN CAMPAIGN NOW

Now that you have an idea of the key components of a behaviour change campaign, and the messages you can use to promote the key behaviours, **begin your journey in developing your own behaviour change campaigns.**

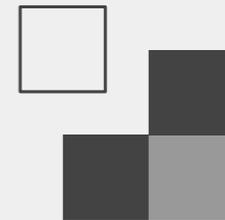
Print out the following templates to start your own campaigns!



# START DEVELOPING YOUR OWN CAMPAIGN NOW

Now that you have an idea of the key components of a behaviour change campaign, and the messages you can use to promote the key behaviours, **begin your journey in developing your own behaviour change campaigns.**

Print out the following templates to start your own campaigns!



# CAMPAIGN ROADMAP

**Create your own initiative with these 5 simple steps.**  
Creating a successful campaign for Stop Littering should be easy and intuitive.  
Follow these five steps and start your campaign!

**TARGET BEHAVIOUR:**  
What is the behaviour you want to change?

## 01 TARGET AUDIENCE

How do you identify your target audience?

**Public Spaces:**

• **Non-public Spaces:**

## 03 STAKEHOLDER ENGAGEMENT

Who are the supporters of your initiative?

**A. Stakeholders that can Provide Access to the Community:**

- 
- 
- 

• **B. Stakeholders that have Influence/ Leadership/Authority/ Can Provide Strong Positive Examples:**

- 
- 
- 
- 

## 02 KEY BEHAVIOUR AND BARRIERS

What are the common barriers to change littering behaviour?

Review the **general and specific behavioural, and structural barriers** identified in the playbook.

**General key Behaviour (s):**

**Specific Behaviour:**

• **Key Barriers:**

## 04 MESSAGE AND CHANNEL

What types of messaging and design would appeal to the audience?

**Messages:**

• **Channel (s):**

## 05 MONITORING AND EVALUATION

How do you know if your campaign effort was successful?

**Monitoring Parameters:**

•

# DESIGN YOUR ACTION PLAN

**ONCE YOU HAVE CREATED THE CAMPAIGN ROADMAP**  
Now it's time to prepare the activities that you will conduct in your campaign.  
Follow these steps and start your campaign!

**TARGET BEHAVIOUR:**  
What is the behaviour you want to change?

01

## SET THE PERIOD

The period of the program that you want to conduct

Long-term

Length of the program: \_\_\_\_\_

Short-term

Length of the program: \_\_\_\_\_

03

## DESIGN YOUR ACTION PLAN & SET THE TIMELINE

What are the activities that you want to conduct to solve the barriers and when do you plan to conduct them?

### What are the activities you want to conduct?

(List them. Eg. Cleanups, Educational programs, talks, social media engagement)

- a.
- b.
- c.
- d.
- e.

### When do you plan to conduct this activities?

(List the dates or range of period here)

- a.
- b.
- c.
- d.
- e.

02

## SELECT TEAM

Who is the team you will need to execute your campaign?

### Your Green Team:

(how many members you will need for the program?, Who are they? how many volunteers do you need?)

Numbers of team needed:

Numbers of volunteers needed:

Name of the team members:

- a.
- b.
- c.

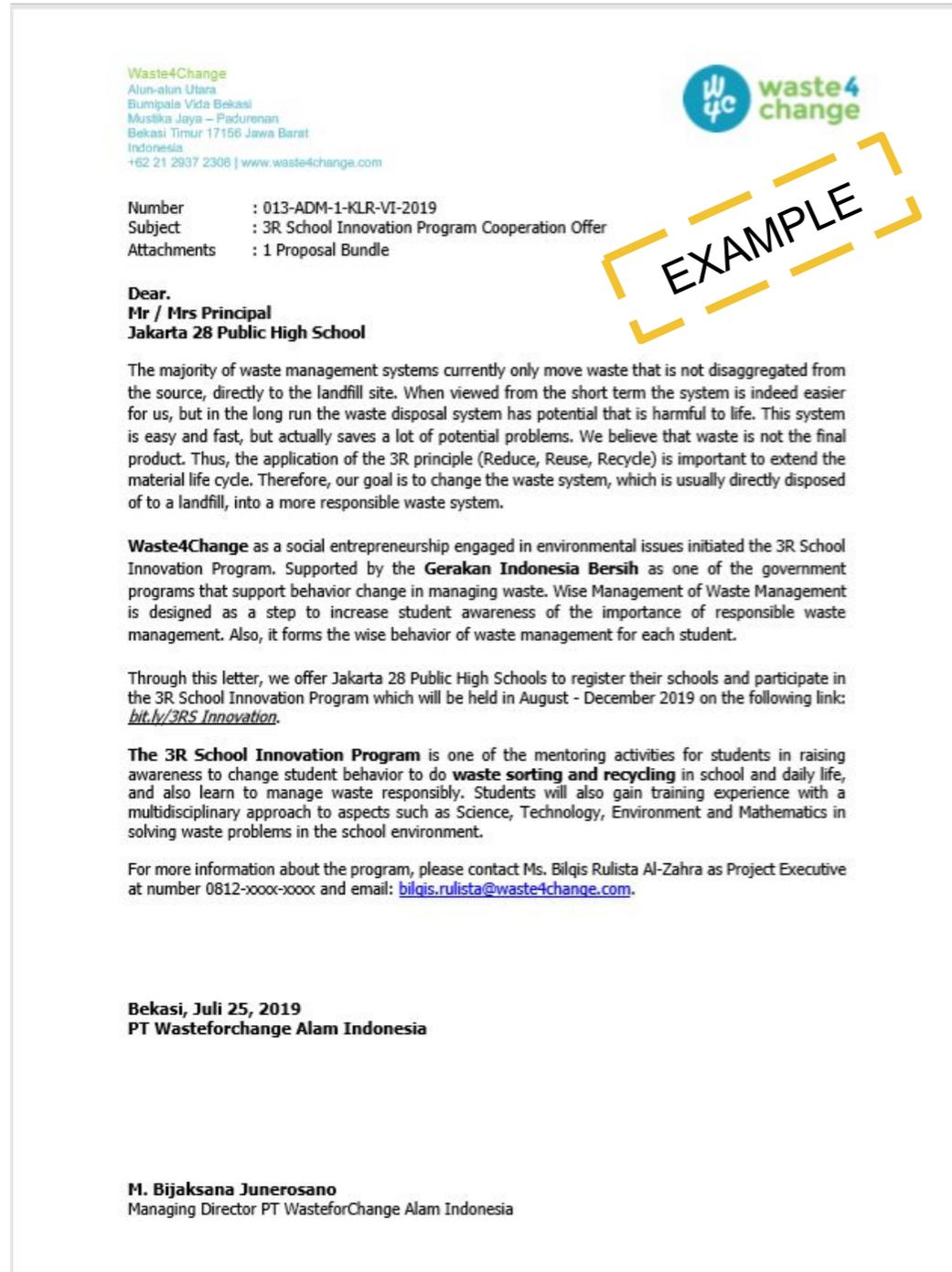
04

## PREPARE YOUR LOGISTICS

What are the logistics needed to support your activities? List them here.

- a.
- b.
- c.
- d.
- e.

# HOW TO WRITE A LETTER TO APPROACH/ INVOLVE THE STAKEHOLDERS (Collaboration Letter)



Include your company's or personal information

Your logo goes here (if you have one)

**Number:** (keep a track of the letters you are submitting for an easy follow up)

**Subject:** (of the letter. What is the purpose of this letter)

**Attachments:** (the name of your initiative proposal)

**Dear,**  
(the person you are reaching, Mr/Mrs Principal)  
(name of the School)

Paragraph 1:  
(Provide insights towards the problem you are focusing on, explain why this subject is important and how it should be addressed)

Paragraph 2:  
(Give a description of your company/NGO/group, explain that your initiative is under the Gerakan Indonesia Bersih, a National Initiative that supports behaviour change in waste management and why this approach is important in addressing the waste problematic)

Paragraph 3:  
(Manifest your interest in offering them the opportunity to join and participate in your initiative. Provide details on the starting and duration of the initiative. Facilitate their registration by providing a link or a registration format to enrol the participants.)

Paragraph 4:  
(Describe the purpose of your initiative and how their participants/ students will benefit from your initiative.)

Paragraph 5:  
(Provide the details of the person in charge they can contact if they require further information (name, position, contact number and email))

(City and Date)  
(the name of your company)

(Name y signature of the Head of the project)  
(Position)

# HOW TO WRITE A LETTER TO APPROACH/ INVOLVE THE STAKEHOLDERS (Memorandum of Understanding - first part)

**COOPERATION AGREEMENT**  
**3R SCHOOL INNOVATION PROGRAM BETWEEN PT WASTE4CHANGE**  
**NATURAL INDONESIA WITH SMAN / SMKN**  
 No: 029-ADM-5-KLR-VII-2019

The 3R School Innovation Program Agreement was signed on Thursday, 01-08-2019, and between:

1. Name : Ridho Malik Ibrahim  
 Name of Agency : PT Waste4Change Alam Indonesia  
 Address : Gedung SUB, Jalan Alun-alun utara BUNIPALA VIDA Bekasi Kel. Padurenan Kec. Mustika Jaya Bekasi Timur, Jawa Barat  
 Position : Strategic Service Manager  
 Phone Number : 021 2937 2308  
 (In this case representing the agency and hereinafter referred to as the FIRST PARTY)
2. Name : Tri Wuryanti,S.Pd  
 Name of Agency : SMA NEGERI 41 JAKARTA  
 Address : Jl. Marsatwa Raya no 18 Jakarta  
 Position : Student Representative  
 Phone Number : 08xxxxxxxxxx  
 (In this case representing the agency and hereinafter referred to as the SECOND PARTY)

Based on the parties mentioned above, the parties hereby agree to bind themselves in a 3R School Innovation Program cooperation agreement with the following terms and conditions:

**General requirements**

- a. 3R School Innovation Program  
 The 3R School Innovation Program is a program designed to introduce and provide understanding to school students in managing the 3R principle of waste (Reduce, Reuse, Recycle).
- b. Program Objectives  
 The program aims to increase school community awareness of the importance of responsible waste management so that school residents are able to implement 3Rs in the surrounding environment.
- c. Program Activities  
 This program consists of 2 phases, namely:
  - Phase 1: Wise Wise Education (EDUBIS), Wise Wise Academy (AKABIS) and Volunteer Day
  - Phase 2: Design Thinking Training and Science Project Festival.
- d. Program Duration  
 The program will take place in the range of August 2019 - December 2019.



Your logo goes here  
(if you have one)

**COOPERATION AGREEMENT**  
 (NAME OF THE PROGRAM) BETWEEN (YOUR COMPANY/NGO/GROUP) AND  
 (NAME OF THE STAKEHOLDER)  
 No: (include the number of the Agreement for an easy follow up)

The (Name of the program) was signed on (Date) by and between:

1. **Name:** (the person in charge of the Project/Initiative)  
**Name of the Agency:** (name of your Company/NGO/Group)  
**Address:** (your company/NGO/Group address)  
**Position:** (of the person in charge if the Project/Initiative)  
**Phone number:** (contact number)  
 (In this case representing the agency and hereafter referred as the FIRST PARTY)
2. **Name:** (the Stakeholder's person in charge)  
**Name of the Agency:** (name of the Stakeholder's company/agency)  
**Address:** (Stakeholder's address)  
**Position:** (of the Stakeholder's person in charge)  
**Phone number:** (contact number)  
 (In this case representing the agency and hereafter referred as the SECOND PARTY)

Based on the parties mentioned above, the parties hereby agree to bind themselves in a **(Name of your initiative)** cooperation agreement with the following terms and conditions:

**GENERAL REQUIREMENTS**

- a. (The name of your Project/Initiative):  
(Describe your Project/Initiative)
- b. Program Objectives:
- c. (What are the objectives of your Project/Initiative?)
- d. Program Activities:  
(List the activities with a short description, you can divide it as Phase 1, Phase 2, etc.)
- e. Program Duration:  
(What is the starting and ending date of your Project/Initiative?)

# HOW TO WRITE A LETTER TO APPROACH/ INVOLVE THE STAKEHOLDERS (Memorandum of Understanding - second part)

## First Party Scope

- a. The First Party is obliged to provide training and mentoring sessions consisting of main program activities such as: AKABIS, EDUBIS, Task Force Formation, Volunteer Day, Design Thinking Training, and Science Project Festival.
- b. The First Party is entitled to get full support from the Second Party while running the program.

## Second Party Scope

- a. The Second Party is obliged to follow the entire series of 3R School Innovation Program that has been scheduled by the First Party and is committed to following the program to completion.
- b. The Second Party is obliged to support the First Party in carrying out the 3R School Innovation Program.
- c. The Second Party is entitled to get assistance and facilities from the First Party during the program.
- d. Every activity posted via social media must include the hashtag #DOW3RSchool #BijakKelolaSampah #RecycleMoreWasteLess # IndonesiaBersihSampah2025

## Other Provisions

- a. Schools that participate in the 3R School Innovation Program are free of charge.
- b. The First Party and Second Party must follow and carry out the program to the end by carrying out their respective roles as described in the points above.

## Cover

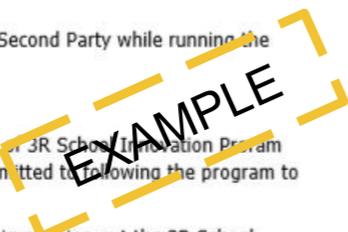
Thus this cooperation agreement was made and is known by each of the FIRST PARTY and SECOND PARTY.

**FIRST PARTY**  
Strategic Service Manager  
Waste4Change

**SECOND PARTY**  
Personnel in Charge  
SMKN 41 Jakarta

Ridho Malik Ibrahim

Tri Wuryanti, S.Pd



## First Party Scope

(List the activities and agreements that you as First Party are in charge of leading and fulfill)

- a.
- b.
- c.

## Second Party Scope

(List the activities and agreements that the Second Party is obliged to follow)

- a.
- b.
- c.

## Other Provisions

(Mention other statements you agreed with the Second Party including whether the program is free of charge or what are the payment terms if any).

(State that:)

*The First Party and Second Party must follow and carry out the program to the end by carrying out their respective roles as described in the points above.*

## GENERAL REQUIREMENTS

Thus this cooperation agreement was made and is known by each of the FIRST PARTY and SECOND PARTY.

**FIRST PARTY**  
(Position of the person in charge)  
(the name of your company/NGO/group)

(Name of the Person In Charge)

**SECOND PARTY**  
(Person in charge)  
(the name of the company)

(Name of the Person In Charge)

# **COLLATERAL MATERIALS**



"Aku cuma buang satu sampah plastik kok"

Faktanya, Kementerian Lingkungan Hidup dan Kehutanan (KLHK) menyatakan timbulan sampah nasional diperkirakan sudah mencapai 175.000 ton per hari atau setara 64 juta ton per tahun, dan diperkirakan 3,2 juta ton per tahun sampah plastik yang dibuang ke laut.

#gerakanindonesiabersih  
#cleanupjakartaday

## JANUARI

MINGGU	SENIN	SELASA	RABU	KAMIS	JUM'AT	SABTU
		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		

1 Januari : Tahun Baru 2019



"Sampahnya numpuk, baunya busuk"

Jumlah berat sampah dari kiriman luapan air dari Bogor jika dikonversikan setara dengan berat kosong empat pesawat Boeing tipe jumbo 737-900ER. Pesawat yang bisa mengangkut 220 orang itu tercatat memiliki berat kosong 44 ton.

#gerakanindonesiabersih  
#cleanupjakartaday

## JUNI

MINGGU	SENIN	SELASA	RABU	KAMIS	JUM'AT	SABTU
						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						

1 Juni : Hari Lahir Pancasila

5 Juni : Hari Raya Idul Fitri 1440 H



"Air sungai, jangan sampai lebih tinggi dari cita-cita"

Data tahun 2017 menunjukkan kealamatan banjir tertinggi di Jakarta adalah 4 meter terjadi selama 15 hari pada bulan Januari 2013 yang berdampak pada 35 kecamatan

#gerakanindonesiabersih  
#cleanupjakartaday

## DESEMBER

MINGGU	SENIN	SELASA	RABU	KAMIS	JUM'AT	SABTU
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				

25 Desember : Hari Raya Natal



An Instagram post with a light blue background. At the top left, there are three dots and a trash bag icon. In the top right, there are logos for 'w4c waste 4 change' and 'INDONESIA BERSIH'. The main image shows a hand dropping a red can into a trash bin. To the right of the image, there is a quote in Indonesian. At the bottom left, there is a statistic. The bottom right corner has faint trash bag icons.

“Tidak benci orangnya, tapi benci perbuatannya”

80% sampah di laut berasal dari daratan



A vertical poster with a yellow background featuring a stylized sunburst pattern. At the top left is the 'TRASH HERO JAKARTA' logo. At the top right is the 'INDONESIA BERSIH' logo. The central text is a call to action in Indonesian. Below the text is an illustration of a woman shouting into a megaphone. At the bottom right, there is a statistic and a pile of trash. At the very bottom, there are two hashtags.

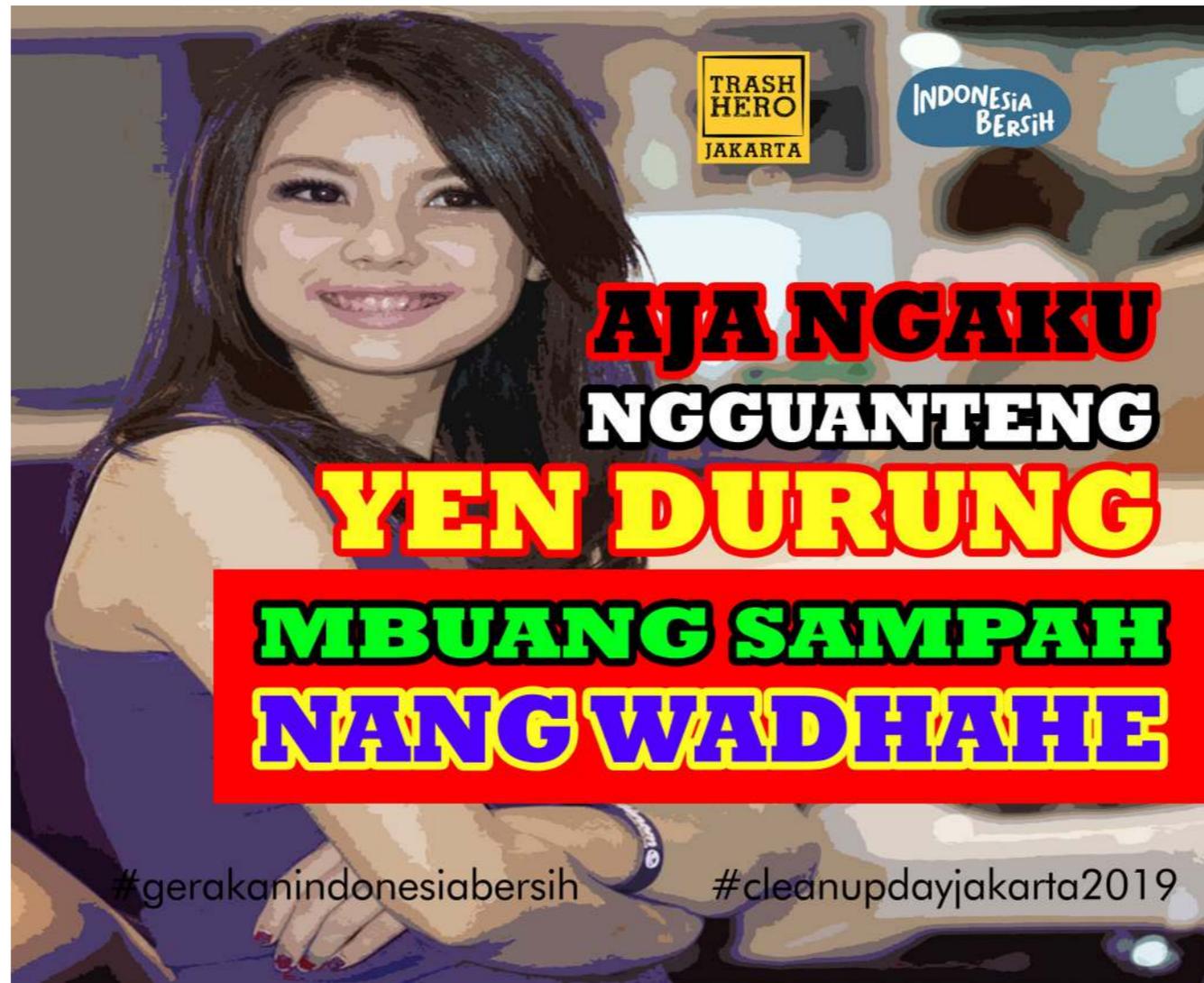
TRASH HERO  
JAKARTA

INDONESIA BERSIH

**BELI MOLEN BARENG SI MAMAN  
MAKAN BAKMI PAS UDAH SIANGAN  
HEY KAMU YANG BUDIMAN  
CINTAI BUMI, JANGAN BUANG SAMPAH  
SEMBARANGAN!!**

48% Jumlah sampah di Indonesia berasal dari lingkungan rumah tangga

#gerakanindonesiabersih  
#cleanupdayjakarta2019



**AJA NGAKU**

**NGGUANTENG**

**YEN DURUNG**

**MBUANG SAMPAH  
NANG WADHAHE**

#gerakanindonesiabersih

#cleanupdayjakarta2019



