



**PEOPLE
FOR
PEAT**



This project is funded by
the European Union

SUSTAINABLE USE OF PEATLAND AND HAZE MITIGATION IN ASEAN

7th Communication & Visibility Workshop: Case Studies Session 3: Digital Campaigns

Case Study on People for Peat ASEAN Peatland Photo Contest 2021



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HELLO!

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*Stakeholder Engagement &
Communications Manager*

Tropical Rainforest Conservation & Research Centre (TRCRC)



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**PEOPLE
FOR
PEAT**

COALITION MEMBERS



**WORLD
RESOURCES
INSTITUTE**

WRI Indonesia is an independent research organization that turns big ideas into action at the nexus of environment, economic opportunity, and human well-being.



yayasan inisiatif
dagang hijau

IDH Indonesia brings governments, companies, CSOs and financiers together in action driven coalitions. We orchestrate the powers of law, of entrepreneurship and investments to work together to create solutions for global sustainability issues at scale.

TROPICAL RAINFOREST
CONSERVATION
& RESEARCH CENTRE

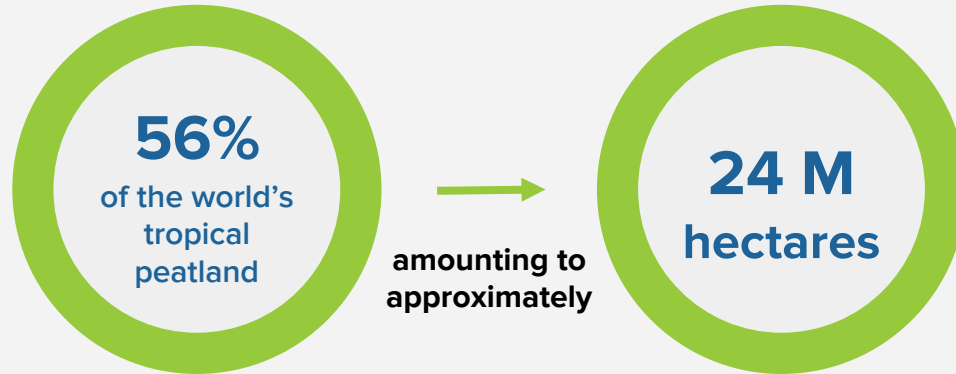


TRCRC's mission is to conserve tropical rainforest plant species and lead landscape-wide protection and reforestation projects throughout the country.



WHY PEAT?

**Southeast Asia
is home to**



Critical Functions of Peatland

- Peatlands are the largest natural terrestrial carbon store
- Peatlands are a critical ecosystem for biodiversity
- Peatlands regulate water resources, preventing floods and droughts

Consequences of Unsustainable Peatland Management

- Draining & burning peatlands turn it from a carbon store into a carbon emitter
- As a result **Transboundary Haze** in the ASEAN region is an annual occurrence contributing to the **Climate Crisis**





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QUICK FACTS

\$16.1B

USD of economic losses
in 2015 peat fires for
Indonesia alone ¹

77%

of carbon in tropical
peatlands is stored in
Southeast Asia ²

10%

of Global fossil fuel
carbon emissions from
burned peatlands ³

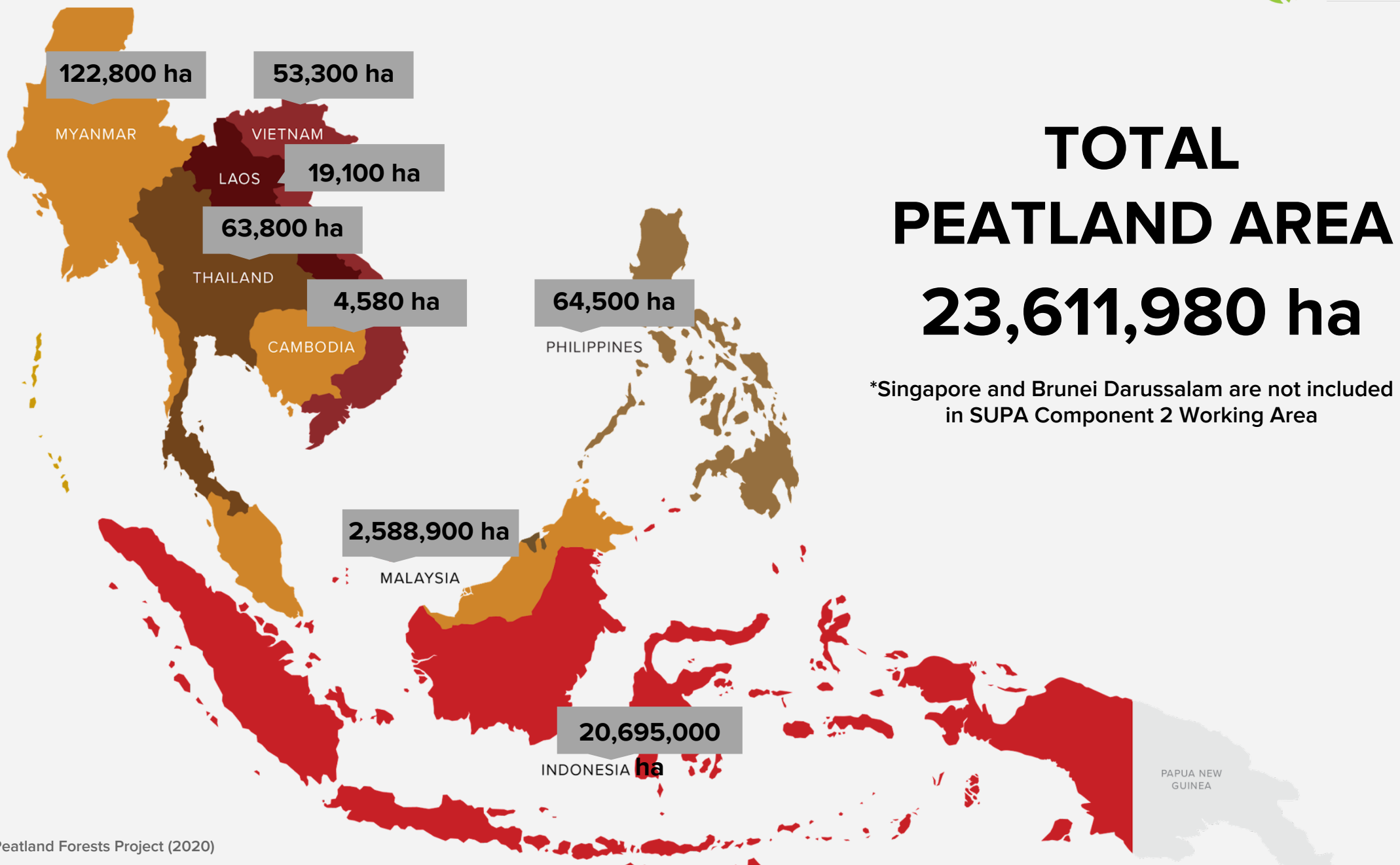
42%

of all soil carbon is
stored in peat which is
only 3% of Earth's
land area ⁴

PHOTO by Donny Sophandi
www.shutterstock.com



¹World Bank Group (2016), ²Page et al. (2011), Christopher. (2010) ³UN Environment (2019), ⁴ IUCN.org (2020)





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THE CHALLENGES IN MANAGING PEATLAND IN SOUTH EAST ASIA



**LACK OF RELIABLE DATA AND
INFORMATION**



**LIMITED OPTIONS FOR SUSTAINABLE
BUSINESS SOLUTIONS**

**LIMITED ACCESS TO FUNDING IN
PEATLAND AREAS**



**LACK OF AWARENESS AND
CAPACITY**

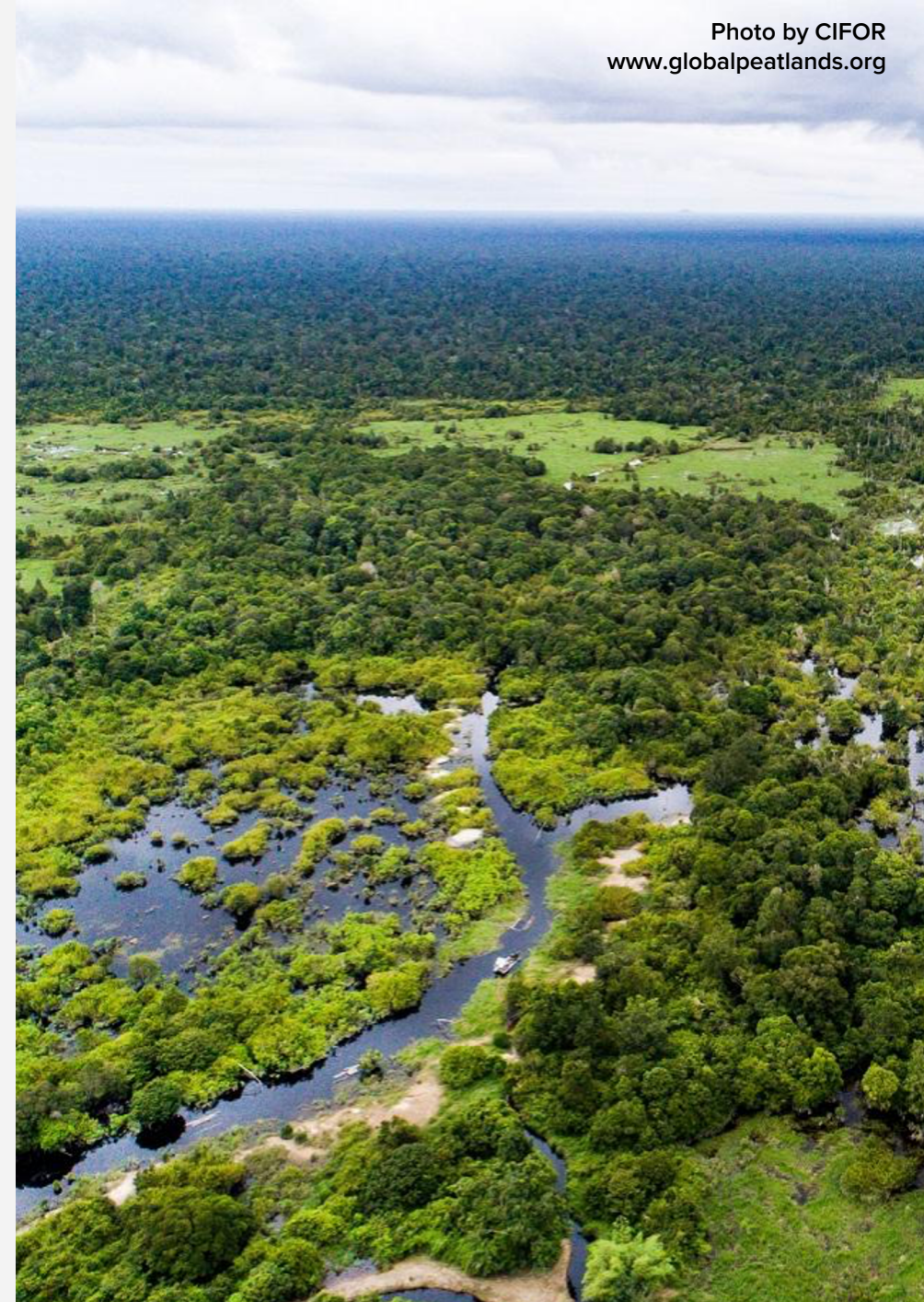


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Photo by CIFOR
www.globalpeatlands.org

COVID-19 CHALLENGES

- **INABILITY TO TRAVEL FOR FIELD VISITS**
- **LIMITED ACCESS TO STAKEHOLDERS**
- **LIMITED RELEVANT STOCK PHOTOGRAPHY**





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RESPONSE TO THE COVID-19 PANDEMIC: *PIVOTING TO VIRTUAL*

Over 700+ people engaged virtually



DATA & INFORMATION

- 8 Focus Groups
- 8 Virtual Cops
- 11 Webinars
- 8 Peatland Research Grants



BUSINESS & INVESTMENT

- 5 Cohort Members
- 5 Affiliate Members
- 4 Workshops & Mentoring Sessions
- Ongoing Technical Assistance



OUTREACH & ADVOCACY

- 5 Peatland Symposium Series
- Fire Management Workshop
- Journalism Training
- Asean Peat Photo Contest
- Radio Talk Shows



GOAL: Improved awareness and capacity of NSAs and communities to collaborate and help each other in the future for sustainable peatland management and protection

HOW?

- **Symposiums & Webinars**
- **Peatland Ranger Programme**
- **Social media campaigns**



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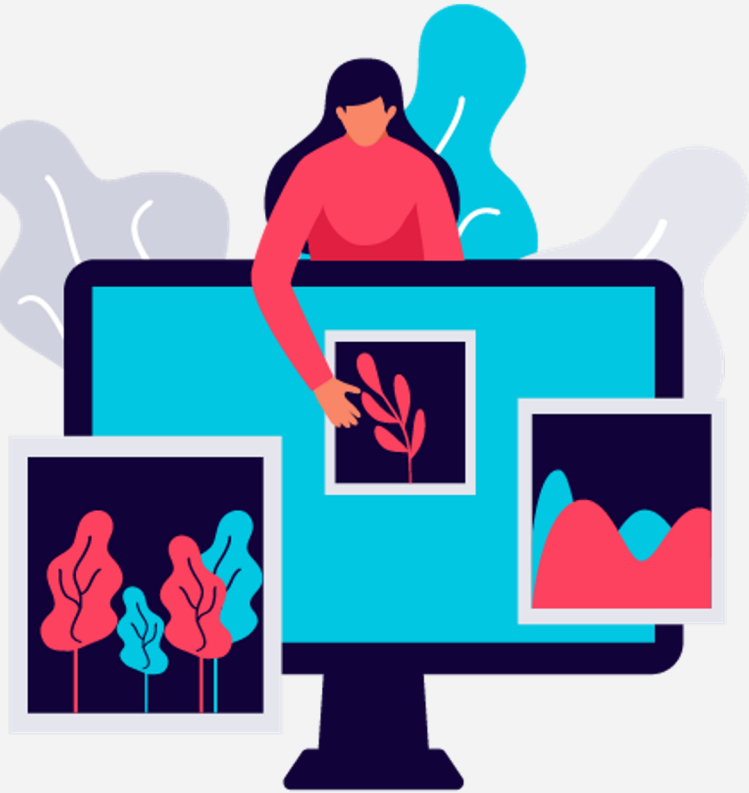
PROBLEM STATEMENT 1: HOW DO WE ENGAGE LOCAL PEATLAND STAKEHOLDERS WITHOUT PHYSICAL ACCESS?

HOW?

- Virtual Symposiums & Webinars
- Social media campaigns
- Virtual workshops & live sessions



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PROBLEM STATEMENT 2: HOW DO WE OBTAIN RELEVANT IMAGES TO AID IN VISUAL STORYTELLING?

HOW?

- **Stock Photography?**
- **Hiring Photographers in Each Country (costly)?**



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USES FOR PHOTOGRAPHY

- Social media content
- Videos
 - Promo events
 - Awareness
- Newsletter
- Website/Blog Content
- Learning Materials



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STRATEGY

● PRIMARY OBJECTIVES

- Stakeholder engagement
- Increase Awareness
- Locally sourced photos

● SECONDARY OBJECTIVES

- Increase social media following
- Increase social media engagement



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PFP ASEAN PEATLAND PHOTO CONTEST

SEND US YOUR BEST SHOT
AND STAND A CHANCE TO
WIN CASH PRIZES!

GRAND PRIZE

(in each category)

EUR100

TOP 15 FINALISTS
WILL RECEIVE A PRIZE OF

EUR20

PHOTO CATEGORIES

1. PEOPLE ON PEAT

Capturing people living, working,
thriving around/on peatlands

2. PRISTINE PEAT

Peatlands in their most natural form.
Wildlife, flora, peat soil, floating peat, etc.

3. PEAT DEGRADATION

Highlighting the issues facing peatlands from subsidence, land clearing, and peat fire incidences. This could be current, aftermath, damages affecting peatlands.

► Contest is open to the residents of ASEAN countries except for Brunei and Singapore.

► Photos submitted must clearly showcase peatlands and their related components such as the communities, biodiversity, products, activities, etc.

Deadline for Submission: 19th July 2021





OUTCOMES

- Stakeholder engagement & awareness
 - **113 entries from across ASEAN**
- Increase social media following
 - **40% increase (200+ new followers)**
- Increase social media engagement
 - **285 likes on one post**
 - **278 comments on one post**





**PFP ASEAN PEATLAND
PHOTO CONTEST
GRAND PRIZE WINNER**

CATEGORY 1 : PEOPLE ON PEAT

**CONGRATULATIONS
HAZIZE BIN SAN**

Locals looking for food in the
surrounding area

Mukah District of Sarawak, Malaysia



**PFP ASEAN PEATLAND
PHOTO CONTEST
GRAND PRIZE WINNER**

CATEGORY 2 : PRISTINE PEAT

**CONGRATULATIONS
ILHAM UNGGARA**

Lahan gambut di Kereng Bangkirai
Air Hitam
Kereng Bangkirai, Kalimantan Selatan,
Indonesia



**PFP ASEAN PEATLAND
PHOTO CONTEST
GRAND PRIZE WINNER**

CATEGORY 3 : PEAT DEGRADATION

**CONGRATULATIONS
NOPRI ISMI**

Fire helicopters try to extinguish a fire burning peatlands in Pedamaran District, Ogan Komering Ilir, South Sumatra, Indonesia.

Pedamaran District, Ogan Komering Ilir, South Sumatra, Indonesia.



**PFP ASEAN PEATLAND
PHOTO CONTEST**

INSTAGRAM

FAN

FAVOURITE

AWARD



CATEGORY 1

PEOPLE ON PEAT

CONGRATULATIONS

ARIESANDY SANORA

Fishermen in Kereng Bangkirai looking for fish in the Sebangau River, along the grass of kumpai using motorized boats in the Sebangau National Park area.

Kereng Bangkirai, Taman Nasional
Sebangau, Indonesia

156 VOTES



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THANK YOU