



Communication and Visibility Case Studies

Case Study Discussion

VIRTUAL WORKSHOP

**7TH COMMUNICATION AND VISIBILITY
WORKSHOP FOR EU-FUNDED PROJECTS**



EU Delegation to Philippines



 **European Union in the Philippines** is at **Siargao Island, Philippines.**

January 13 at 10:11 AM · Catangan, Philippines · 🌐

Edrisa Del Pirna, resident of Barangay Matin-ao, Burgos, Siargao Island, receives water kits and hygiene kits provided through the REACH project of [EU Civil Protection & Humanitarian Aid - ECHO](#).

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January 10 at 2:05 PM · 🌐

[#CooperationHighlight](#)

"I call for all stakeholders to nurture peace in the Bangsamoro", said Sahrullah Bansuan, a BARM government employee. Sahrullah believes that sustained peace and development are only possible if people are able to live harmoniously and without fear.  EU funded [Support to Bangsamoro Transition - Subatra](#) continues to contribute to the attainment of peace and development by capacitating the region through its smooth transition.

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December 13, 2021 · 🌐

[#CooperationHighlight](#)

The [Bangsamoro Planning and Development Authority](#) undergoes training on the KoboToolbox platform used to collect and manage data, under the [Support to Bangsamoro Transition - Subatra](#) programme. [#SUBATRA](#) continues to capacitate the BPDA to enhance its skills on monitoring and evaluation of programs across the region. [#EUinthePhilippines](#) is one with the BARM region in its smooth and effective transition and in its advocacy for governance.

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 45

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When waste reduces environmental pollution - a story from Dinh Hoa, Thai Nguyen

"The biomass gasification heating device is the same size as the traditional ones with few differences in the operations. However, during the burning process, I was surprised at the zero-smoke emission. Hence, the dried tea is neither stale nor dusty, and is of good quality", Mr. Ha happily commented on the device with new technology.

"More importantly, the fuel for burning is chopped wood. This source of biological waste is easy to find in the locality with low cost, causing no increase in the selling price of our tea products", said Ha.

Read the [full story](#) in EU Switch Asia newsletter for the International Day of Awareness of Food Loss and Waste 2021.



Basamo Mako Manjadi
(Together We Become – collaboration and synergy of parties)

Nagari Pungguang Kasiak, Lubuk Alung District, Padang Pariaman Regency has enormous potential for natural resources in the agricultural sector and human resources for women and youth. Unfortunately, this potential still does not have a strong attraction for the younger generation to enter the agricultural sector, where management is still dominated by old age farmers. In addition, weak access to control over land, lack of experience/innovation, and conventional management patterns have resulted in the younger generation being reluctant to be directly involved in agriculture.

CONTEXT

ECHO Green introduces a new inclusive green economy initiative in the agricultural sector that focuses on women farmers and young people to encourage women and young farmers to be strong socially, politically and economically, through their involvement in strengthening not only technical aspects of agriculture but also market understanding, agricultural business literacy, so that it is hoped that women's groups and the younger generation will get a better position and role in the agricultural value chain.

PROJECT
SOLUTION

Development of a sustainable green economy initiative model in the agricultural sector to restore the role of women and increase the interest of the younger generation to work in the agricultural sector, based on spatial planning and village land use consisting of 5 thematic maps produced in the first year. ECHO Green started by organizing 1 group of young farmers in Nagari Pungguang Kasiak which was formed with the full support of the village government.

PROMISE

Organizing groups is important to strengthen them socially, politically and economically in the agricultural sector and in line with EU investment priorities (EU Gender Action Plan (GAP) 2016-2020 and Implementation of the EU Roadmap for Civil Society Engagement in Indonesia 2019-2020)

HOW IT WORKS

The initiation of the formation of the Young Farmers Generation Group "Muda Berkarya" in Nagari Pungguang Kasiak began with the agreement of several youths who initially did not work in the agricultural sector, now they have an interest in the agricultural sector through assistance by ECHO Green and fully supported by the Wali Nagari (Village Head). Some of these youths, who initially did not know each other, eventually became close and shared knowledge with each other regarding their experiences in agriculture. The process of relating in groups becomes a space among the younger generation to share knowledge and experiences related to agriculture so that it creates a mindset, initiatives for more promising and innovative agricultural practices.

HOW IT WORKS

Young Farmers Generation Group "Muda Berkarya" consisting of 25 young people (20 men and 5 women) led by Abdi Kurniawan built a model of sustainable green economy initiatives in the agricultural sector. The development of the model concept was carried out from a series of training activities on introducing green economy models as well as training on Good Agricultural Practices and Good Handling Practices, business planning and financial literacy for innovative green agricultural practice models/initiatives from ECHO Green.

HOW IT WORKS

ECHO Green and the Young Farmers Generation Group "Muda Berkarya", then promoted the launch of an innovative green agricultural practice model/initiative, namely "**Agrowisata Pungguang Kasiak**" to village governments, districts and the private sector to attract support for model development as well as to invite other young generations.

"With ECHO Green, we (the Nagari Government) also play a role in supporting facilities and infrastructure. Even the RPJM that we made 2 years ago, we tried to change most of the budget so that the Nagari Government's direction is towards agriculture. If farmers are successful, food must be stable, the country must be safe"

"To increase the emotional spirit of young farmers, we (the Nagari Government) offer what they need for agricultural progress and we are ready to provide it." **Doddy Martin, Wali Nagari Pungguang Kasiak, Padang Pariaman at RRI Padang interactive dialogue (24 September 2021)**

For the enthusiasm and cohesiveness of the young generation, they have now received the support of a 3,000 m² land area which has been developed into an agro-tourism demonstration plot as well as a field school for groups of young people in Indonesia. other villages. The agro-tourism land is currently planted with several commodities (Eggplant, Bitter Gourd, Chili, and Shallots) and has been harvested and marketed twice, the results of which are group income. To support agro-tourism, the group has started to be active in networking so that it has received support for vegetable seeds from the private sector "PT Panah Merah".

At the end of 2021, the group received support from the nagari government with an innovative green farming practice model/initiative "**Agrowisata Pungguang Kasiak**" included in the 2022 (RPJM Nagari Pungguang Kasiak, with a funding value of 25 million).

"On the initiative of the Agrotourism concept by the "Muda Berkarya" Young Farmer Generation, we are very enthusiastic and will later budget 25 million to support agro-tourism initiated by GMT "Muda Berkarya" Doddy Martin, Wali Nagari Pungguang Kasiak, Padang Pariaman at RRI Padang interactive dialogue (September 24, 2021)

For this first success, continue to encourage the spirit of the Young Farmers "Muda Berkarya" to synergize with other parties such as the younger generation of farmers who have built a collaboration with BUM Nagari, where the results from the Agrotourism Gardens will be directly marketed by BUM Nagari Pungguang Kasiak.

Although it is still too early to see the full project results. However, this first success, the ECHO Green initiative was able to encourage the formation of a model of inclusiveness at the village level between the younger generation of farmers, village governments, BUM Nagari and the private sector in the agricultural sector. Where this group will later become the driving force for green economy model initiatives at the Lubuk Alung sub-district, Padang Pariaman district and West Sumatra province.

HOW IT WORKS

IT WORKS!



Points to consider:

Is your project supporting women?

Is this showing support to vulnerable groups?

Is it showing the sustainability of the project beyond the life of the project itself?

Does it contain any benefit claim that cannot be substantiated?

Case study 1: “A fairy tale world in the cell phone”



A group of kids are attracted to a cartoon clip playing on the borrowed smartphone of the boy in the dark-red shirt.

The seven-year-old boy in the dark-red shirt is focusing on surfing for clips on YouTube whenever he can borrow the smartphone from his father. He is a H'mong boy in Can Chu Phin village of Can Chu Phin commune, Meo Vac district, Ha Giang province (a northern mountainous province). It is a joyful morning for him and his friends after school, sitting in the Village Cultural House to seek free Wi-Fi internet for his borrowed smartphone. In such remote and mountainous communes, the Wi-Fi internet is possibly provided in public places like the village cultural houses, commune local authority centres, or the IT room of schools nearby the communal centre.

His favourite entertainment with his neighbour friends is to watch cartoon clips or fairy tales playing on YouTube with a smartphone. They spend hours watching until mealtime or until someone asks them to go home. “It is easy to use! I just open YouTube and type keywords –*cartoon for kids, fairy tale or whatever I want to watch*-, and then it shows a range of clips. If I feel whatever clip looks fun, I just click on it for watching...” he said. “Sometimes I click on a clip that I thought is a cartoon clip but it is not, and it shows something that I do not understand, even scary things...” shares the boy.

There are prevalent numbers of cases like that of the boy L. in the Can Chu Phin village (see *photos*). The kids are growing up and promptly curious about many things related to the internet that can open for them an appealing and colourful cyber world. At the same time, however, there is a risk that they accidentally access wrong or ‘toxic’ online information or any other harmful online content. The fact is that, currently, many children access the cyber world without any adequate guidance or control by their caregivers, parents or teachers. Even the adolescents and the youth up to 24 years old in remote areas may have only little experience in using the internet safely. Most of them have no idea about how to be smart and safe when being online.



These real-life findings are explored further in our baseline survey. The interventions of the project focus not only on providing a trustworthy digital platform for children and youth to raise their voices about their concerns, but also focus on online safety and internet literacy through training courses for children, adolescents and youth from 10 to 24 years old. The expected result is to equip all of them with basic and necessary skills to protect themselves from unsafe online spaces, and at the same time to motivate them to access creative and online learning sources for their future.

THANK YOU

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