

NYRE

NATIONAL YOUNG REPORTERS FOR THE ENVIRONMENT (NYRE) 2022

Where youth takes a stand on local climate action



Young Reporters *for the environment*

PREPARED BY



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BACKGROUND

The Young Reporters for the Environment (YRE) programme, operated globally by the Foundation for Environmental Education (FEE), serves as an incubator for passionate young individuals who aspire to drive change for a sustainable tomorrow by leveraging eco-journalism. The National Young Reporters for the Environment (NYRE) 2022 programme is an initiative organised by Green Growth Asia Foundation (GGAF), the national operator for YRE Malaysia. It features workshops and competitions to develop critical and creative thinking processes to identify, review and advocate environmental issues that matter the most. A programme based upon **local and global climate change challenges** and **creative media journalism** thus providing opportunities for the Malaysian youth to voice out their environmental concerns through a series of diverse content creation; photography, videography and article writing. This programme has been **approved by the Ministry of Education** [ref no.: KPM.600-12/1/14 Jld.28(60)].

OBJECTIVE

To engage and empower the Malaysian youth, specifically primary, secondary and tertiary students from public, private and international educational institutions, to voice out their passion and advocacy on the environmental issues occurring in their vicinity through creative media journalism in the form of photography, videography and article writing, at the same time disseminating environmental awareness and expanding solidarity.

TARGET GROUP

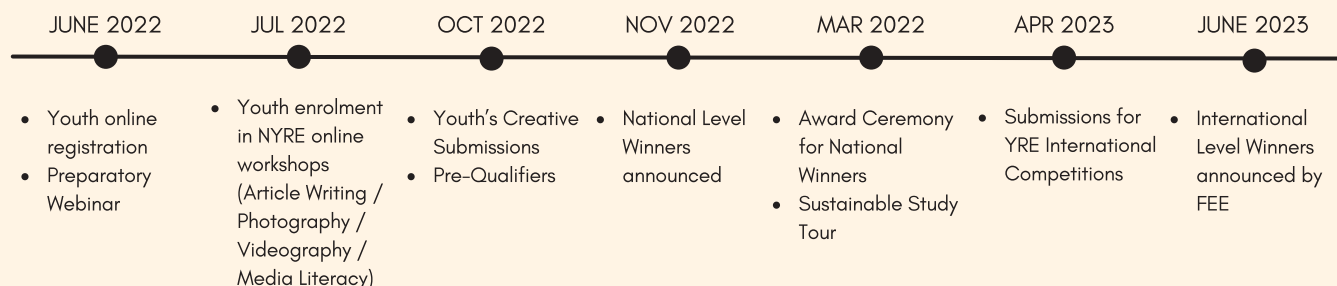
- **Primary, Secondary & Tertiary Students** from public, private and international educational institutions including homeschoolers.
- Age limit : 10 - 24 years old

PROJECTED OUTCOME



"We won't have a society if we destroy the environment." - Margaret Mead

TIMELINE & KEY EVENTS



REWARDS & RECOGNITIONS

PRE-QUALIFIER	NATIONAL LEVEL	INTERNATIONAL LEVEL
<ul style="list-style-type: none"> 📄 280 Qualifiers 	<ul style="list-style-type: none"> 📄 54 E-Certificates 🏆 18 Trophies 🌍 Sustainability Study Tour for 6 first place winners (open to 18-24 years old only) 🎓 4 YRE journalism masterclasses 	<ul style="list-style-type: none"> 📄 18 Diploma certified by FEE 🌍 International Participation as a Malaysian representative to global events : <ul style="list-style-type: none"> • UN Climate Change Conference (COP) • International Conference on Sustainability Education (ICSE) • World Environmental Education Congress (WEEC)

PROJECTED BUDGET AND EXPENSES

The NYRE Programme has been running for almost three years, establishing our presence and making an impact on Malaysia's eco-journalism landscapes. Although 2020 has damped our momentum as society struggles to embrace digitalisation and the ongoing health emergencies, it was not all a loss; with perseverance, we managed to organise NYRE 2021 successfully. Following this, we are determined to expand NYRE in 2022 positively and with our recent experience, the following is the budget estimation for this year.

BUDGET ITEM	DESCRIPTION	QTY	UNIT	COST PER UNIT (RM)	TOTAL BUDGET (RM)	%
Personnel					11,256.00	12
Program Manager (1 PTE)	Hourly rate for programme management	80	hour	75.00	6,000.00	
Program Coordinator (1 PTE)	Hourly rate for programme implementation	80	hour	65.70	5,256.00	
Communications					16,000.00	17
YRE Malaysia Merchandise	T-shirt, Caps and Vest for reporters Facebook Ads Campaigns	100	package	150.00	15,000.00	
Online Advertising		5	campaign	200.00	1,000.00	
Honorarium and Trainer Fees					5,500.00	6
Speaker's Honorarium	Token of Appreciation	5	workshop	500.00	2,500.00	
Jury's Honorarium	Token of Appreciation	6	pax	500.00	3,000.00	
Workshop					25,000.00	27
Workshops	Cluster/Theme based workshops arrangements	10	package	2,500.00	25,000.00	
Logistics and Hospitality					11,540.00	12
Study Trip and award event	Flight tickets	12	pax	450.00	5,400.00	
	Land transportation	2	trip	250.00	500.00	
Accommodation	Rooms	12	room	350.00	4,200.00	
Food & Beverages	Meal	12	pax	120.00	1,440.00	
Software & IT					3,850.00	4
Website Hosting	YRE Malaysia website	1	subscription	1,500.00	1,500.00	
Graphic design services	Digital materials development	1	subscription	1,500.00	1,500.00	
Online Services Subscription	Zoom subscription	1	subscription	850.00	850.00	
Reward					18,360.00	20
National Level Winners	Trophy	18	units	20.00	360.00	
Cash Prizes	First Place	18	pax	500.00	9,000.00	
	Second Place	18	pax	300.00	5,400.00	
	Third Place	18	pax	200.00	3,600.00	
Printing & Office Supplies					2,500.00	2
Office Supplies	Consumables	N/A	N/A	L/Sum	2,500.00	
Total Programme Expenses					94,006.00	

SPONSORSHIP

The NYRE 2022 programme proposal is meant to seek sponsorship to support GGAF in conducting multiple workshops, organising state, national and international competitions as well as preparing and providing essential materials and equipment for the students to utilise for their creative media production. We have prepared the table below highlighting a few sponsorship packages for our programme with the hope of easing the decision-making process.

TAX EXEMPTION

We appreciate your kind patronage for our educational programmes; under Subsection 44(6) of the Income Tax Act 1967, you are eligible for tax-deductibility, a status enjoyed by Green Growth Asia Foundation since August 2020. Rest assured, your donations will be channelled directly to support our programmes, placing us a step closer to our long-term strategic green growth.

 <p>PLATINUM RM 40,000</p> <p>Tax exemption, media acknowledgement (main organiser), access to programme impact reports and sponsor newsletter, and priority seatings in all events.</p> <p>MAIN ORGANISER</p>	 <p>GOLD RM 25,000</p> <p>Tax exemption, media acknowledgement (gold sponsor), access to programme impact reports and sponsor newsletter, and priority seatings in key events.</p> <p>GOLD SPONSOR</p>	 <p>SILVER RM 10,000</p> <p>Tax exemption, media acknowledgement (silver sponsor), access to programme impact reports and sponsor newsletter, and priority seatings in key events.</p> <p>SILVER SPONSOR</p>
 <p>BRONZE RM 5,000</p> <p>Tax exemption, media acknowledgement (in writing), access to sponsor newsletter and invitation to key events.</p> <p>BRONZE SPONSOR</p>	 <p>SUPPORTER RM 1,000 RM 4,999</p> <p>Tax exemption, media acknowledgement (in writing) and access to sponsor newsletter.</p>	 <p>IN-KIND SUPPORT RM 10,000</p> <p>Letter of appreciation, media acknowledgement (featuring specific goods or services) and access to sponsor newsletter.</p>

"I want you to act as if the house is on fire, because it is." - Greta Thunberg

BENEFITS

EXPAND ENVIRONMENTAL HORIZON

- Participants obtain in-depth knowledge on local climate issues, expand their environmental horizons by being connected with experts and like-minded individuals.

ACQUIRE SKILLS IN CONTENT CREATION

- Participants acquire new and/or improve their skills in contemporary content creation for online media and employ them for their respective climate action media content creations and submissions.

MASTER CREATIVE MEDIA JOURNALISM SKILLS

- Participants master environmental journalism skills with well-known journalists to produce highly evocative projects of personal relevance which also had wider social, cultural and political significance.



IMPACTS



- Identification and **defining of local environmental issues** while covering relevant historical, economic, social or political implications and linking them to the bigger global picture.
- Take a positive approach to **inspiring change** and find a solution through the dissemination of creative submissions to a local audience by means of media, e.g. newspaper, magazines, radio, television, social media and exhibition.
- Young people are able to **develop a range of skills** in photography, videography and storytelling while increasing their confidence in these abilities at the end of the programme.
- **The Malaysian youth acts as a lens to our humanity**, opening up the world to our communities and nation, exposing sources and objectivity.

ABOUT US



Young Reporters for the Environment (YRE) is an award-winning international programme coordinated by Foundation for Environmental Education (FEE). Green Growth Asia Foundation (GGAF) as the national operator for YRE Malaysia organises the NYRE Competition, a national initiative to empower Malaysian youths to take an educated stand on environmental issues they feel strongly about and gives them a platform to articulate these issues through the media of writing, photography or video.



GGAF is a nonprofit organisation. We provide a platform for leadership, thought and action in responding to sustainability challenges in Asia. It is taking a lead in promoting a new green growth strategy that strikes a balance between economic development, social inclusivity and environmental sustainability. Asian Development Bank (ADB) and ICLEI South Asia have played a catalytic role in the formation of Green Growth Asia Foundation (GGAF). ADB believes GGAF will fill the knowledge and green growth project implementation gap that they perceive exists. Green Growth Asia Foundation (GGAF) was incorporated through Suruhanjaya Syarikat Malaysia (SSM) on 12 March 2018 1271638-X. GGAF operates as a nonprofit foundation or 'yayasan' with tax exemption status for its operations.

"The world will not be destroyed by those who do evil, but by those who watch them without doing anything." - Albert Einstein

OUR PARTNERS



NATIONAL OPERATOR
FEE PROGRAMMES



**YOUNG REPORTERS FOR THE ENVIRONMENT
YRE MALAYSIA**

www.lensakelestarian.com

