



MB Inc.
PERAK
PERBADANAN MENTERI BESAR



ECO-SCRIBES INITIATIVE: YOUNG REPORTERS AND GUARDIANS FOR RIVER REVITALIZATION

LLC X MB INC

EXECUTIVE SUMMARY

The Eco-Scribes Initiative:

- “Young Reporters and Guardians for River Revitalization” is a comprehensive project aimed at **fostering youth engagement and environmental stewardship in the revitalization of our rivers**. The initiative mobilizes and educates youth guardians, **fostering their active participation in vital river cleanup and restoration endeavors**. In parallel, it seeks to raise awareness about the critical significance of river revitalization and these core objectives form a cohesive strategy to cultivate a generation of informed and passionate advocates dedicated to safeguarding our rivers and nurturing a sustainable environment.

INTRODUCTION

- The status of river water quality in Malaysia has been a persistent concern for several local authorities, government bodies, and the public. Malaysian rivers are generally regarded to be polluted, some of them being Juru River in Penang, Skudai River in Johor, and Klang River in Selangor and Kuala Lumpur (VishnuRadhan et al. 2015; Othman et al. 2020).

INTRODUCTION

- Rivers play a multifaceted role in our lives, serving as essential sources of sustenance. They provide **water for drinking, irrigation for agriculture, transportation routes, fisheries for food, hydroelectric power generation, and industrial water usage.**
- Moreover, rivers serve as natural habitats for aquatic plants and animals, contributing to a diverse ecosystem. Regrettably, rivers also function as convenient pathways for the **discharge of diverse waste materials, including domestic, commercial, industrial, and agricultural effluents,** due to their inherent role as drainage channels for flood management.

LITTER LESS CAMPAIGN

- The "Litter Less Campaign" is an initiative organized by the Foundation for Environmental Education (FEE) as part of the Young Reporters for the Environment (YRE) program. The YRE program empowers young people to become environmental journalists and advocates for sustainable development. The Litter Less Campaign, under the YRE umbrella, focuses specifically on addressing littering and promoting environmental awareness among youth.

PROBLEM STATEMENT

Environmental Degradation

- Rivers are currently undergoing a decline in their environmental condition attributed to factors such as pollution, habitat destruction, and unsustainable resource utilization.

Water Contamination

- Rivers serve as conduits for the discharge of pollutants stemming from domestic, commercial, industrial, and agricultural activities. This contamination poses risks to both the environment and public health, making it imperative to address the sources and impacts of water pollution.

Lack of Awareness

- There exists a significant gap in public awareness regarding the critical importance of river revitalization.

Youth Engagement:

- Engaging young generations in environmental conservation efforts, particularly with regard to river revitalization, remains an unmet challenge. Empowering youth to take an active role in protecting our rivers is crucial for ensuring the long-term sustainability of these invaluable resources.

OBJECTIVES

1. Engage and empower young reporters to become advocates for river health and environmental conservation.
2. Mobilize and educate youth guardians to actively participate in river cleanup and restoration efforts.
3. Raise awareness about the importance of river revitalization within the community and beyond.
4. Promote sustainable practices and responsible reporting on environmental issues.
5. To take care of the biodiversity of “ikan loma”

METHODOLOGY

1. Organize river cleanup events, educational workshops, and field trips to instill a sense of responsibility and connection to our rivers.
2. Collaborate with environmental experts, local authorities, and community leaders to ensure the success of our initiatives.
3. Develop an online platform and social media presence to share stories, progress, and resources related to river revitalization.
4. Involving Scouts through the Litter Less Campaign into this programme.
5. Establish a youth reporter network through schools and local organizations, providing training in environmental journalism.

ACTIVITIES

- Environmental and River Management Workshops
 - Participants will gain valuable insights and skills in river conservation and environmental journalism.
- River Clean-Up Exercise
 - A unified cleanup drive of the Sungai Rui, Gerik, Perak will be organized to promote environmental responsibility among the attendees.
- Photo Story Presentation and Awards
 - Participants will be encouraged to present environmental narratives through photo stories, with exemplary works receiving accolades.

DETAILS OF THE ACTIVITIES

- Program duration: 1 day
- Target Location: Sungai Rui, Gerik, Perak
- Target Audience: Scouts students /Young generation/ YRE Community
- Target Number of Participants: 150 pax (From 7 Schools)

STAKEHOLDER ENGAGEMENT

- Local Communities
 - Engaging with local communities through awareness campaigns, meetings, and participatory events to foster a sense of ownership and encourage their active involvement in river revitalization efforts.
- Government Agencies
 - Engaging with relevant government agencies to seek guidance, share project objectives, and obtain support for river revitalization initiatives
- Non-Governmental Organizations (NGOs)
 - Collaborating with environmental and youth-focused NGOs to leverage their expertise, resources, and networks for project implementation

LAUNCHING AGENDA OF ECO-SCRIBES INITIATIVE: YOUNG REPORTERS AND GUARDIANS FOR RIVER REVITALIZATION BY THE CHIEF MINISTER OF PERAK

Time	Activities
8:00 AM	<ul style="list-style-type: none"> River clean-up registration
8:30 AM	<ul style="list-style-type: none"> Arrival of VIPs
	<ul style="list-style-type: none"> National Anthem and Allah Lanjutkan Usia Sultan Welcoming Speech and Program briefing
	<ul style="list-style-type: none"> Speech by Datuk Mahadi Speech by COO MBINC
	<ul style="list-style-type: none"> Speech by YB Kawasan YB Salbiah Mohamed / DO Launching gimmick by DO
10:00 AM	<ul style="list-style-type: none"> River Clean-Up begin
12:30 PM	<ul style="list-style-type: none"> Lunch and break (Solat Jumaat)
3:00 PM	<ul style="list-style-type: none"> Photo Story Presentation and Awards
5:00 PM	<ul style="list-style-type: none"> End of the program

MONITORING AND EVALUATION

1) Key Performance Indicators (KPIs):

- Allow us to measure progress and assess the achievement of project milestones.
 - Number of youth participants recruited and trained.
 - Volume of river cleanup activities conducted.
 - Quality of photo stories submitted by participants.
 - Changes in awareness and attitudes among participants and the community.

2) Regular Progress Monitoring:

- Ongoing monitoring of project activities and outcomes throughout the initiative's timeline to ensure that activities are on track and objectives are being met.

3) Data Collection Methods:

- Utilizing a combination of quantitative and qualitative data collection methods, including surveys, interviews, focus groups, and participant observations.
- Tracking the number of participants engaged in project activities, their level of participation, and their feedback on the initiative.

RISKS AND MITIGATION STRATEGIES

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SUSTAINABILITY

Ensuring sustainability is essential for the initiative to have a lasting effect on river conservation, environmental education, and youth engagement. Here are key aspects of sustainability for the project:

- **Youth Empowerment and Leadership Development** (Providing ongoing opportunities for youth engagement)
- **Community Integration** (Building strong connections)
- **Capacity Building** (Continuously enhancing skills and knowledge)
- **Monitoring and Evaluation** (Regularly reviewing and adapting project strategies)

CONCLUSION

- Eco-Scribes Initiative: Young Reporters and Guardians for River Revitalization is a holistic program with the potential to create a lasting impact by combining environmental education, community engagement, and youth empowerment.
- Through equipping young participants with the knowledge and skills needed to protect and restore rivers, the initiative not only contributes to ecosystem well-being but also inspires a generation of environmental advocates.
- Ultimately, the initiative represents a commitment to both rivers and the future, believing in the transformative power of education, community collaboration, and youth leadership to drive positive change and leave a lasting legacy.

THANK YOU