

NYRE

NATIONAL YOUNG REPORTERS FOR THE ENVIRONMENT (NYRE) 2023

Where youth takes a stand on local climate action



Young Reporters *for the environment*

www.lensakelestarian.com

PREPARED BY



Green Growth Asia Foundation
(1271638-X) is a nonprofit, tax-
exempt charitable organization.

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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) 2023 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



Category I **10-12 years old**

Category II **13-17 years old**

Category III **18-24 years old**

PROJECTED KPI OUTCOME

780

TOTAL NUMBER OF PARTICIPATIONS

280

CREATIVE SUBMISSIONS

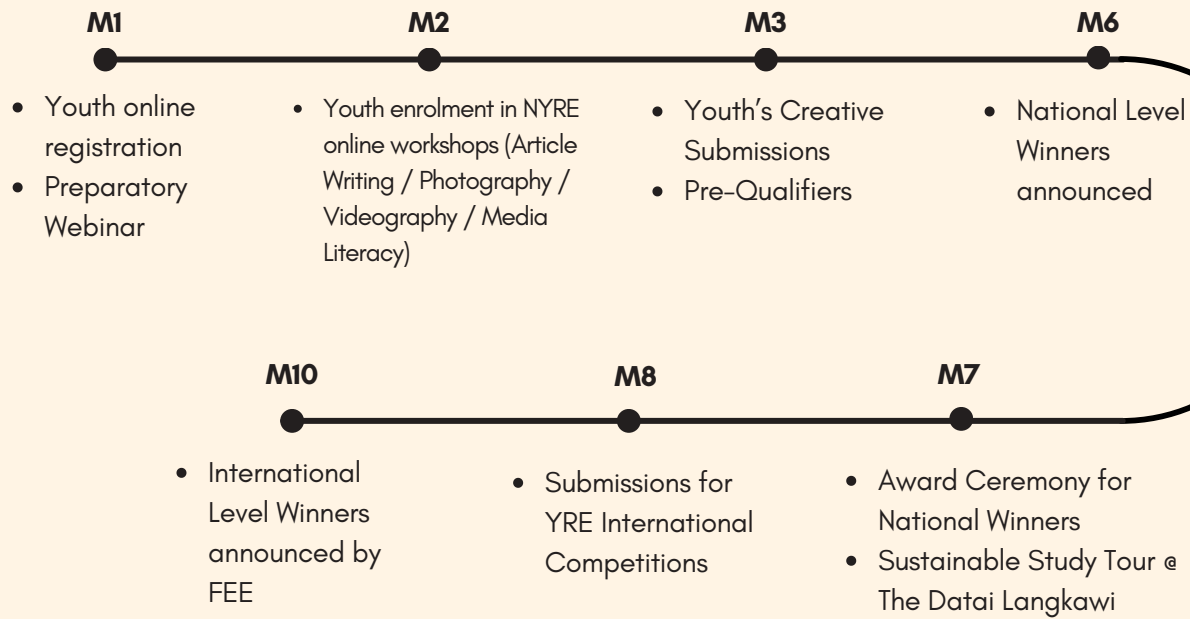
15

WORKSHOPS

18

MALAYSIAN YOUTH WORKS NOMINATED FOR INTERNATIONAL COMPETITION

TIMELINE & KEY EVENTS



REWARDS & RECOGNITIONS

PRE-QUALIFIER	NATIONAL LEVEL 	INTERNATIONAL LEVEL 
<ul style="list-style-type: none"> 280 Qualifiers from state level competition 	<ul style="list-style-type: none"> 18 Category Winners 2 days 1 night Sustainability Study Tour for 6 first place winners (open to 18-24 years old only) YRE Exclusive journalism masterclass by <i>Astro Awani</i> 	<ul style="list-style-type: none"> Diploma certified by FEE, Denmark 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)

AWARDS AND CASH PRIZES - 18 CATEGORY WINNERS

Competition Category	Age Category		
	10-12 years	13-17 years	18-24 years
Article Writing Photography <ul style="list-style-type: none"> Single Reportage Photo Single Environmental Campaign Photo Photo Story Videography	1st: RM 300 worth prize & Certificate 2nd: RM 200 worth prize & Certificate 3rd: RM 100 worth prize & Certificate		1st: RM 3000 worth prize* & Certificate 2nd: RM 500 worth prize & Certificate 3rd: RM 300 worth prize & Certificate <i>*1st prize winner is entitled for the Langkawi educational trip and 2D 1N stay at The Datai Langkawi worth RM 2,500.</i>

Disclaimer: YRE Malaysia reserves the right to substitute any of the Prizes with that of similar value at any time at their absolute discretion without prior notice. Prizes are non-refundable and non-transferable.

IMPACTS



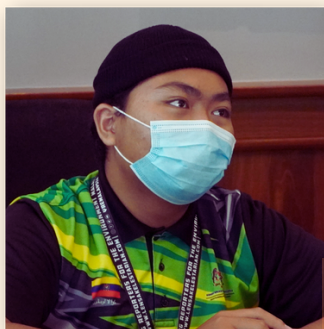
- Identification and **defining of local environmental issues** while covering relevant historical, economic, social or political implications and linking them to the bigger global picture.
- Take a positive approach to **inspiring change** and find a solution through the dissemination of creative submissions 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.

TESTIMONIALS



"During my YRE assignment, I was able to learn more about sustainable tourism. Experiencing The Datai Pledge initiatives made me realise that where there is a will there are always ways to preserve and safeguard our environment as an act of responsibility."

NUR SYAFINAZ BINTI MOHD KAMAL
Student



"I've learned many things during this two-day workshop at The Datai Langkawi. We have been introduced to wildlife photography which requires a high level of patience to capture the beautiful moment of creatures in their natural habitat, artificial coral reefs together with its purpose of saving aquatic animals, and more. "

MUHAMAD FARIS AMZAR BIN MOHD FADZLI
Student

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

OUR PAST ACTIVITIES



Ecotourism Trip to **The Datai Langkawi** as part of Youth For The Future Pillar under the The Datai Pledge



Photography Technique and Photojournalism Masterclass with Mr **Sanjitpaal Singh**, Nature and Wildlife Photographer, jitspics.com

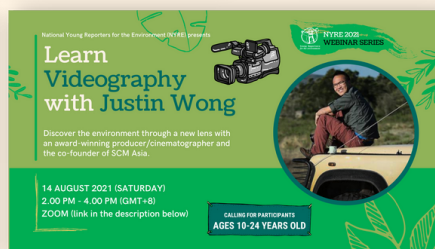
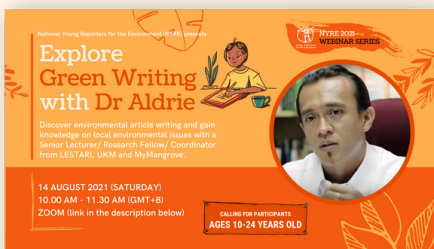
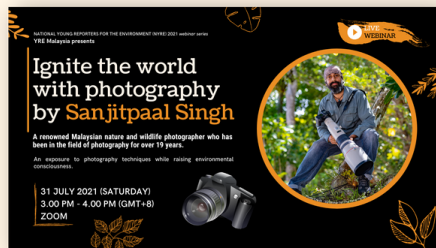


Journalism Masterclass with Mr. **Shafizan Johari**, Forward Planning Editor cum Lead Editor, Astro Awani

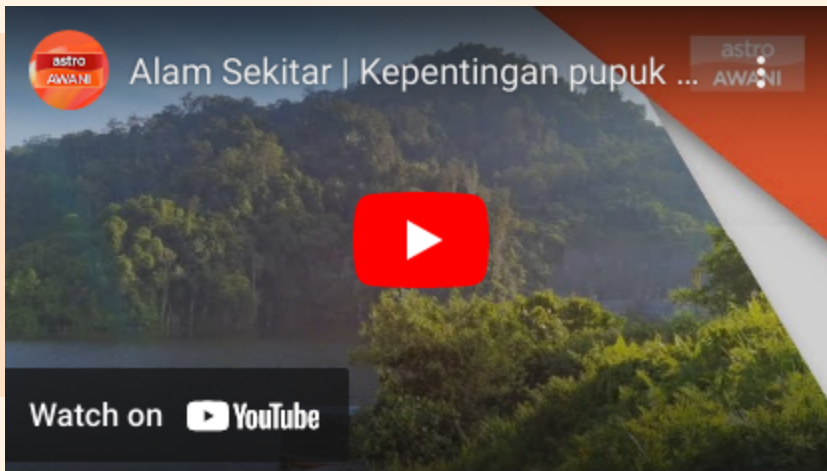


NYRE 2021 Award Ceremony attended by Mr **Arnaud Girodon**, General Manager of The Datai Langkawi

NYRE 2021 Virtual Workshops via Zoom and Facebook Live



MEDIA COVERAGE

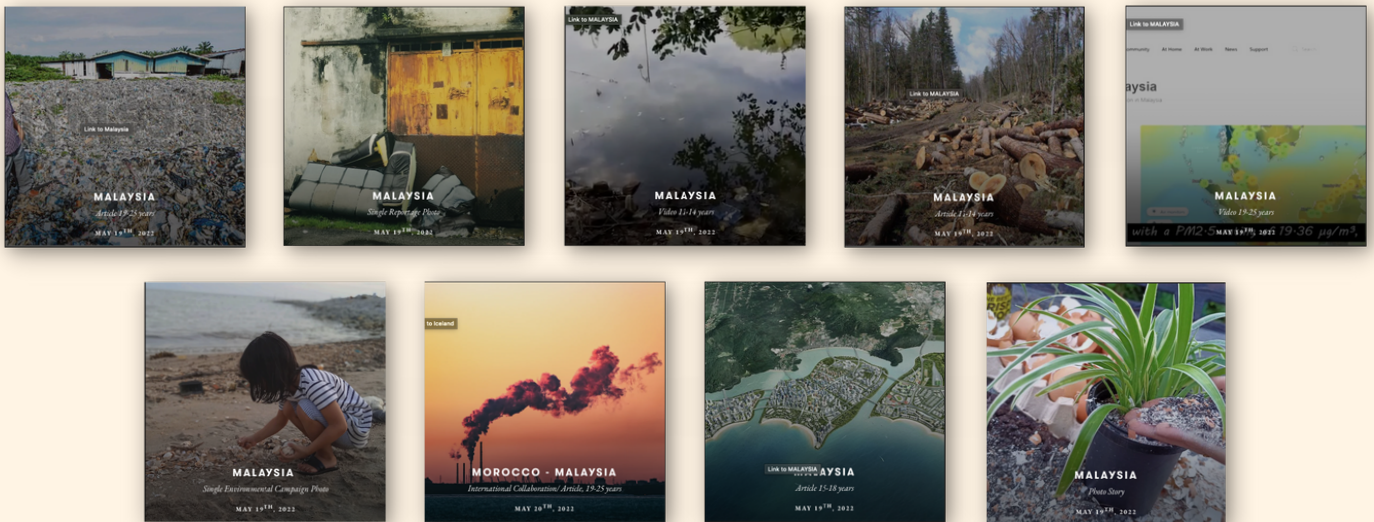


Astro Awani interviews GGA's Executive Director Ts. Ir. Dr. Mahadi Mohamad discussing the Young Reporters for the Environment program and promoting the workshops and competitions to all Malaysian youth.

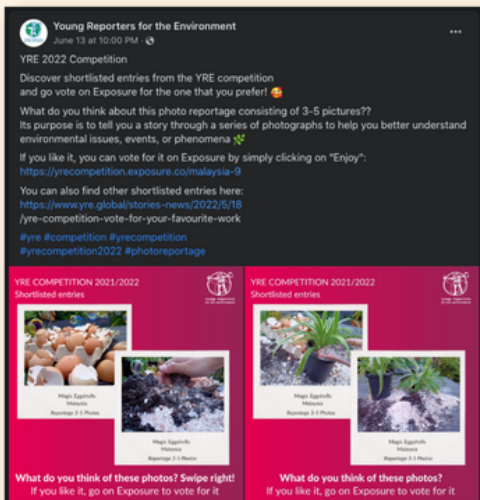
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OUTREACH & ACHIEVEMENTS

International YRE 2021 Competition- 9 nominations from Malaysia



2 shortlisted nominations in International YRE International Competitions



BUDGET

BUDGET ITEM	DESCRIPTION	UNIT	COST PER UNIT (RM)	NO. OF UNIT	TOTAL BUDGET (RM)
Personnel Expenses					
Program Manager (1 PTE)	Hourly rate for overall programme management	hour	75.00	80	6,000.00
Program Coordinator (1 PTE)		hour	65.70	80	5,256.00
Total Personnel Expenses					11,256.00
Programme Expenses					
Workshops	Trainers professional fees	per workshop	4,500.00	15	67,500.00
	Meals for 70 pax per workshop and 25 per pax	per workshop	1,750.00	15	26,250.00
	Lodging and Travelling	per workshop	2500.00	15	37,500.00
	Consumables	per workshop	650.00	15	9,750.00
Communications	Publicity and online promotions - Online promo and lead generation package	Package / Month	1500.00	6	9,000.00
	Promotional booths - materials and setup	Event	2500.00	5	12,500.00
Competitions	Consultation fees - process and audit	package	2000.00	1	2,000.00
Jury's Honorarium	Professional service (3 media x 3 juries)	pax	800.00	7	5,600.00
Award's ceremony	Award ceremony hosting expenses	pax	5000.00	1	5,000.00
State Level Winners	Certificate printing + Trophy (6 competitions x 3 age categories x 5 placements x 14 states)	pax	12.00	1260	15,120.00
National Level Winners	Certificate printing + Trophy (6 competitions x 3 age categories x 5 placement)	pax	65.00	90	5,850.00
Exclusive Ecotourism Trip to Langkawi for 1st Place Winner	Transportation (Return flight ticket),	pax	474.50	25	11,862.50
	Accommodation (2 days, 1 night stay),	pax	2500.00	13	32,500.00
	Meals (Breakfast, lunch and dinner for 2 days)	pax	85.00	25	2,125.00
	Exclusive merchandise set	pax	35.50	20	710.00
Total Programme Expenses					243,267.50
TOTAL EXPENSES					254,523.50

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.

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





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YRE MALAYSIA**

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