



**WWF-Indonesia**  
Kantor Taman A9, Unit A-1  
Kawasan Mega Kuningan  
Jakarta 12950  
Indonesia

Tel: +62 21 576 1070  
Fax: +62 21 576 1080  
[www.wwf.or.id](http://www.wwf.or.id)

## Press Release

For Immediate Release after 05.01 GMT on 22nd April 2007

### ***”Summit of the Our One Earth - One step for Change”*** **Appreciation for Supporters of WWF-Indonesia**

**Jakarta, Indonesia** – The Summit of the ”Our One Earth – One Step for Change will occur on 22nd April 2007, cooperation with Cilandak Town Square. On this day, all the WWF- Indonesia programs are undertaking a campaign to invite the public to become more aware about their environment. The Forests, Species, Marine, Energy, Supporters, Environmental Education and WWF Merchandising will each host a stand staffed by their activist teams.

WWF-Indonesia are undertaking public mobilisation activities with the theme ***Bumi-ku Satu: Satu Langkah untuk Perubahan*** - ”Our One Earth: One Step for Change” designed to encourage and show appreciation for the activities being planned and implemented by the Supporters of WWF-Indonesia, that contribute to the success of the environmental conservation programs..

As well as inviting the thousands of Supporters and friends to meet with the public and invite them to become WWF’s Supporters, WWF have also invites the WWF Honorary Members who have committed to support conservation campaigns. On the stage, Surya Saputra and Eka “The Brandals” representing the Forests and Species campaigns. Nadine Chandrawinata and Riyanni Djangkaru will present the issues of the marine and turtles programs. Charles Bonar Sirait and Ramon Y. Tungka will promote the Electricity Conservation and Global Climate Change campaigns. Marcel and Mischa Chandrawinata together with Nirina Zubir will invite the public to join the WWF Supporters groups.

“WWF-Indonesia is one part of the public celebration of “Earth Day” inviting communities to undertake a concrete action daily, to increase their understanding of the environment, nature, of for instance, names of trees, what seafood should and shouldn’t be consumed, how to reduce our electricity bills by knowing how to count your electricity consumption, how to recycle, how to make compost and to express our future for the Earth within our lives on this unique planet that we depend” explained Mubariq Ahmad, Executive Director of WWF-Indonesia. “ All our activities are focusing on what we can do, what each of us can do and we are promoting this to “*Our One Earth: One Step for Change*”, we hope that when we go home from attending this event, we will all know what we can do, how we can change for the benefit of our unique and our beloved earth”, further clarified Mubariq.

This program is supported by the Management of Cilandak Town Square and Femina Group: *Gadis; Cita Cinta; Seventeen*; Reader’s Digest and SeaWorld Indonesia.

For Further Information, please contact:

- Maitra Widiyanti, Marketing Manager, tel. +62 818 786508; (O) 021-576 1070 Ext. 102, e-Mail: [mwidiyanti@wwf.or.id](mailto:mwidiyanti@wwf.or.id)
- [Nazla](#) Mariza, Marketing Communications, tel. +62 818 081 92081; (O) 021-576 1070 Ext. 103, e-Mail: [nmariza@wwf.or.id](mailto:nmariza@wwf.or.id)
- Elshinta S-Marsden, Senior Manager, Communications & Outreach, tel. +62 816 1806 321; (O) Ext. 112, e-Mail: [ESMarsden@wwf.or.id](mailto:ESMarsden@wwf.or.id)

This press release and associated material can be found on [www.wwf.or.id](http://www.wwf.or.id)  
WWF—World Wide Fund For Nature (also known as World Wildlife Fund)

## Notes to the Editor:

- WWF, is one of the largest and most experienced independent conservation organisations, established in 1961 in Switzerland. In 2006 WWF reached 5,000,000 supporters world-wide and a global network active in more than 100 countries.
- WWF-Indonesia commenced operations in Indonesia in 1963 assisting in the management of Ujung Kulon National Park, in West Java. WWF-Indonesia established itself as a not-for-profit Foundation in 1996 and since this time has been a formal member of the WWF global network.
- The Mission of WWF-Indonesia is to protect the biodiversity of Indonesia for the benefit of today and future generations, and to reduce footprints – the damage to environment in favour of a more balanced quality of life.
- WWF forms supporters groups to undertake environmental conservation who are known as Supporters of WWF Indonesia, at the middle of 2006 the Supporters Program was formalised with three categories:
  - *Junior Conservationist* from students of Primary, Junior and Senior High School
  - *Natures Friends* from the general public, usually University Students to Young Executives
  - *Nature Guardian* are regular supporters of WWF, who agree to make a monthly financial contribution
- The Purposes of Our One Earth – *Bumi-ku Satu* program:
  1. Implement the communications between WWF, supporters and the public
  2. Increase the awareness of Supporters and the general public to environmental issues
  3. Invite Supporters to undertake action for the benefit of the environment
  4. Invite Supporters and the public, to support positive changes, starting within themselves and their local environments.
- Our One Earth – *Bumi-ku Satu* program is comprised of the following activities:

11 November 2006	Fun day, playing with Animals in Ragunan
7 and 12 Januari 2007	Coastal Clean-up in Aceh
8 January 2007	Timber For Aceh
20 January 2007	Conservation Education at Seaworld, Ancol
24 February 2007	Environmental Education Seminar, Jakarta
24 February 2007	Recycling Competition in Jakarta
31 March 2007	Mural painting in Kuningan Jakarta
10 April 2007	My Green Earth Day
22 April 2007	Big bang of Our One Earth – <i>Bumi-ku Satu</i> program in Jakarta
- This *Bumi-ku Satu* event has been running since November 2006, started by the visit to Ragunan to learn about protected species which involved the Junior Conservationist and *Sahabat Alam*. Then, it was continued by the sea conservation education in SeaWorld which involved hundreds of Junior Conservationist. Besides Jakarta, *Bumi-ku Satu* was also held in Aceh with two activities: the rehabilitation of coastal area after the Tsunami by planting coastal plants in 17 districts and the contribution of wood from legal source to help build houses for Aceh people. From the field of education, on February 2007 in cooperation with Environment Technology department, University of Trisakti, WWF invited tens of teachers to join Environmental Education Seminar and students to join the Recycling Competition. To celebrate the Earth Day, WWF held an event in 10 cities at once from Sumatera to Papua in the so called “Hari Hijau Lingkunganku (My Green Earth Day)”, that is the giving and planting of trees which involves the whole society.