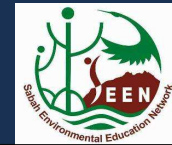


AAEE 2010 National Conference, Australian National University, Canberra

Sabah Environmental Education Network (SEEN): Its Journey and the Way Forward

Susan Pudin
Environment Protection Department,
Kota Kinabalu, Sabah, Malaysia
28 September 2010 (Tuesday)



My Sharing Today:

- Get to know SEEN
- SEEN & SEEP
- Programmes & Activities by SEEN members
- Lessons Learned
- Challenges
- The Way Forward
- Conclusion
- Acknowledgement



Get to know SEEN...

- The idea to set up SEEN was mooted in 2002 during the Seminar on Environmental Education (EE) for Practitioners organised by the Sabah Forestry Department
- SEEN was officially launched on **17 March 2005** (website: www.sabah.gov.my/seen)
- First network of its kind in Malaysia
- The setting up of SEEN : **created synergy of all efforts by various organisations in Sabah in environmental education**



Get to know SEEN...

SEEN logo illustrates people and the environment.

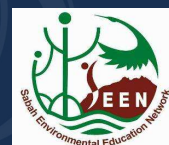


The Environment is signified by:

- **bird** (atmosphere, wildlife, fauna)
- **mountain** (terrestrial, flora)
- **water** (wetlands and marine)

Three human figures symbolise adults, youth and children; jointly they represent the age, ethnic and cultural diversity of our people.

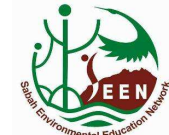
Green : natural environment, peace & purity.
Earth brown : sincerity, perseverance & resilience.



Get to know SEEN...

Aim:

To enhance environmental education, communication and awareness efforts in Sabah through networking, cooperation and coordination among all members.



Get to know SEEN...

Objective No. 1

To provide the platform and support for a more cohesive EE programmes and activities, in line with the Sabah Environmental Education Policy (SEEP)



Get to know SEEN...

Objective No. 2

To share expertise, information and other resources in the implementation of EE programmes and activities in Sabah



Get to know SEEN...

Objective No. 3

To monitor, evaluate and enhance the effectiveness of EE programmes and activities



Get to know SEEN...

Objective No. 4

To enhance EE capacity in Sabah



Get to know SEEN...

Objective No. 5

To strengthen networking among all organisations involved in EE programmes and activities in Sabah



Get to know SEEN...

Objective No. 6

To network with local, national and international EE-related organisations.



Get to know SEEN...

- 34 members (govt depts/agencies, teachers' training institutions, university, NGOs, private sector)
- SEEN membership : open to interested organisations with common objectives of promoting environmental education, communication and awareness
- Acceptance of new members is endorsed at a SEEN meeting



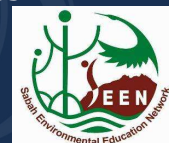
Get to know SEEN...

- Environment Protection Department (EPD)
Sabah : Permanent SEEN Secretariat
- EPD Director : SEEN Chairman
- Deputy Chairman : elected for a period of two consecutive years from amongst members



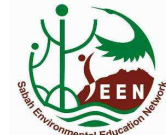
SEEN & SEEP

- SEEN members : directly involved in the drafting of the Sabah Environmental Education Policy (SEEP)
- Drafting of SEEP was initiated under the Bornean Biodiversity and Ecosystems Conservation Programme (BBEC) Phase I in 2006
- Further enhanced in 2008
- Approved as an official state policy by Sabah State Cabinet on 8 April 2009
- SEEP provides guidance to all sectors in participating & implementing EE programmes in Sabah
- Strategies & interventions formulated



SEEN & SEEP

- Published by the Ministry of Tourism, Culture & Environment Sabah with assistance of SEEN members and technical & financial supports of Japan International Cooperation Agency (JICA)
- Launched on 26 November 2009 in Kota Kinabalu



Sabah EE Policy Launching, 26 Nov 09

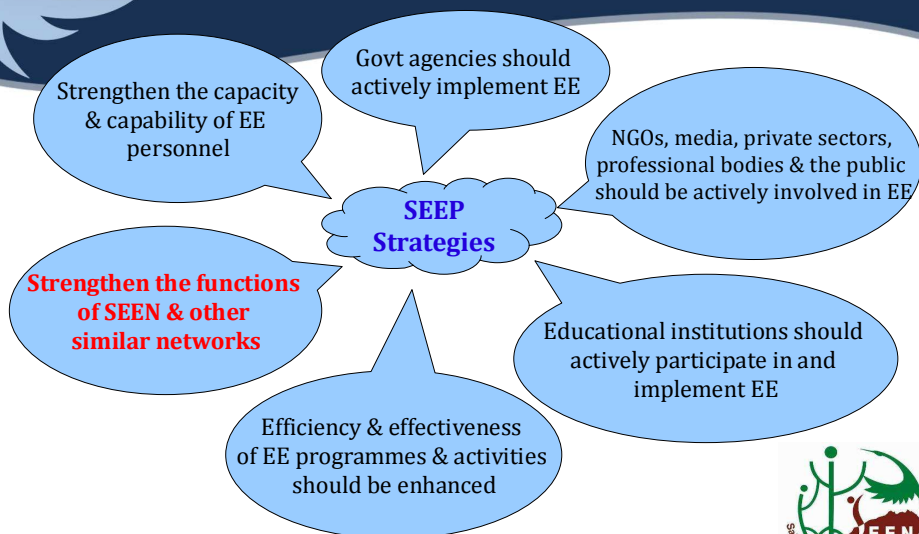


SEEN & SEEP

- Policy Statement: Better environment through effective environmental education
- Policy Objective: To instil environmental stewardship and sustainable lifestyle among the people in Sabah.

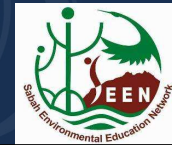


SEEN & SEEP



SEEN & SEEP

- Monitoring & Evaluation of SEEP
 - ✦ Monitoring method prepared by JICA expert
 - ✦ Training for SEEN Secretariat and Working Group to conduct M & E
 - ✦ Every two years
 - ✦ First despatch in September 2010 (for monitoring period between April 2009 and September 2010)
 - ✦ Target groups: All government agencies & SEEN members



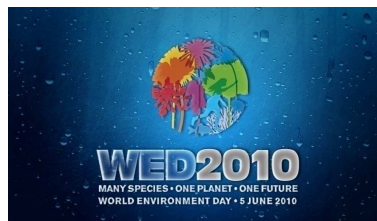
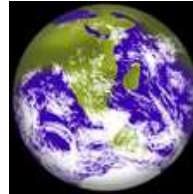
Programmes & Activities by SEEN members

- SERASI (Environment-Friendly Schools), Radio Talk & Quiz, cleaning-up, tree planting, composting, talks, exhibitions, colouring & drawing competition, environmental camps, etc
- EE Races
- EE Trainings for members' representatives (EE Games, study visit, volunteer management, EE interpretation workshop, monitoring & evaluation of EE)
- Seminar on EE for Practitioners (2007)
- Malaysian EE Conference (2008, 2010)
- Revision of the Sabah EE Policy (2008-2009)
- Launching of Sabah EE Policy (Nov 2009)



Programmes & Activities by SEEN members

- Some environment-related celebrations commemorated by members:
 - World Wetlands Day
 - Earth Day
 - World Environment Day
 - World Forestry Day
 - Malaysian Environment Week



Tree/Flower Planting





Composting

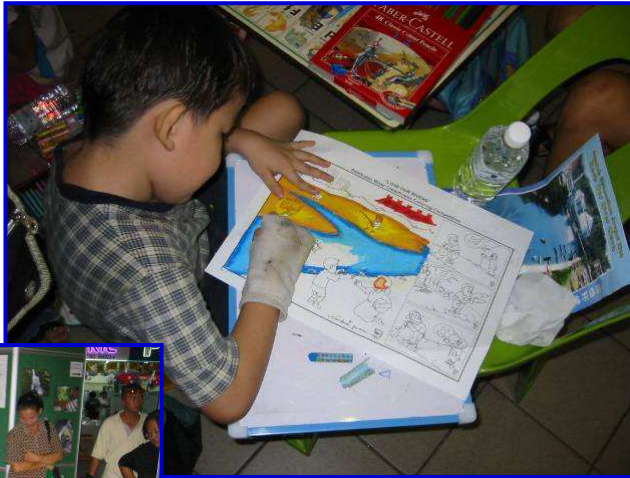


Environmental camps



Talks & Exhibitions





Colouring contest



Radio talk & quiz





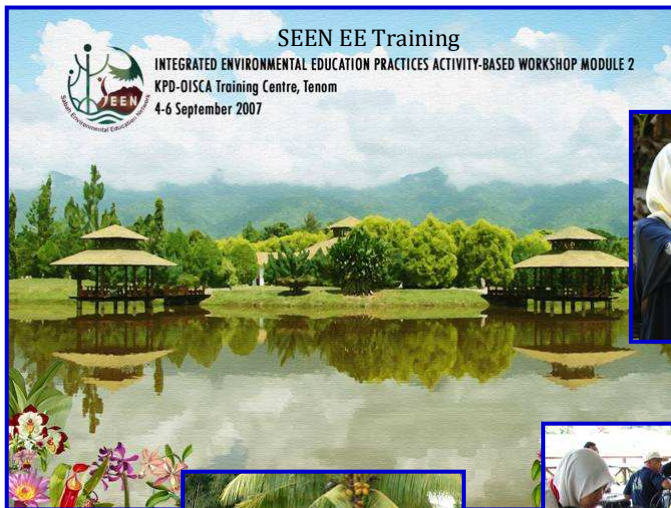
Cleaning-up



Sekolah Rakan Alam Sekitar (SERASI)



SEEN EE Training



Environmental Interpretation Workshop



EE Races





Seminar for EE Practitioners



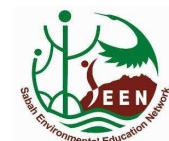
Malaysian EE Conference, Nov 2008



Lessons Learned...

Secretariat

- ✧ Strong commitment & willingness to do 'extra' work
- ✧ Strong financial support
- ✧ Communication skills
- ✧ EE programmes/activities are better co-ordinated



Lessons Learned...

Members

- ✧ Passion, patience, perseverance & commitment are vital
- ✧ Identify EE Champions in each organisation
- ✧ Support from heads of departments is essential
- ✧ Sharing of resources is more effective (logistics, funding, expertise)
- ✧ Communication among EE practitioners have improved



Challenges

Faced by Secretariat

- ✧ Some members are not active/committed
- ✧ Follow-up/reminders is time consuming



Challenges

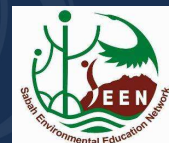
Faced by members on EE

- ✦ To win broader support for EE internally & externally
- ✦ Changing people's attitude - generating action for environment
- ✦ Lack of monitoring & evaluation skills & efforts



The Way Forward...

- SEEN plays a bigger role in EE especially in SEEP implementation (including M&E)
- SEEN provides an avenue to find better solutions to environmental challenges
- With the spirit of co-operation and full commitment, SEEN can achieve its aim in line with SEEP



Conclusion

- Get to know SEEN
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- Programmes & Activities by SEEN members
- Lessons Learned
- Challenges
- The Way Forward



Acknowledgement

Funding & Support:

- Director & Staff, Environment Protection Department Sabah
- Malaysian Palm Oil Council (MPOC)
- Japan International Cooperation Agency (JICA)

Support:

- Ministry of Tourism, Culture & Environment Sabah
- Sabah State Secretary Office
- Public Service Department Sabah



Terima kasih
Thank you

