Community Participatory Based Toward Green City: Practice Learning From "Kotaku Hijau" (Green City) Competition

Hadi Susilo Arifin[1]

[1]*Faculty member of Landscape Architecture Department, Faculty of Agriculture, Bogor Agricultural University (IPB)*
Email: hsarifin@ipb.ac.id

ABSTRACT

"Sampoerna Hijau Kotaku Hijau" is a community participatory based program toward green city. It is a commitment of corporate social responsibilty of PT HM Sampoerna Tbk in community empowerment on green-clean-beautification of the city. This program was released in 2004 from Semarang City, then spread out to other cities, i.e Jogja, Madiun, Tegal, Pekalongan, Pamekasan, Probolinggo, Malang, Jambi, Denpasar, Kerawang, Bandung, etc. Further more, "Sampoerna Hijau Kotaku Hijau" is a program which respond to global warming issues, environmental degradation and natural dissaster, such as flooding on rain season and drought on dry season, and degradation of biodiversity. Through Green City " Kotaku Hijau" competition, which is consisted the implementation of "taman lingkungan" (Community Park), "hijau lingkungan" (Green Environment), and "bersih lingkungan" (Clean Environment), this program is a medium for disemination directly to the community to be awared in "gotong royong" working together for green, clean and the aesthetic of the community environment. Mass media publication by pers conferences, holding seminars, workshops and award night is some effort to socialize the program, to spread out the "green virus", from one neighborhood, to other communities, village, sub district, city untill regional/national level. From these program experiences, some interesting finding were known as local wisdom, community spirit, young generation awareness, merit and pride.

Keywords: Community Park, Environmental Services, Green and Clean Program, Kotaku Hijau

1. INTRODUCTION

Green space in cities – notably so-called "brown-field" land – is coming under intense development pressure. The more city land is used for housing, the argument runs, the better we will be able to "preserve" the countryside. The Government has fallen in with this orthodoxy and now treats the proportion of brown-field land redeveloped for housing as one of its indicators of sustainable development. In the 21st century, a successful city must be "sustainable". It is the green city. Green Cities – And Why We Need Them draw together, for the first time, the different strands of research on human relationships with nature. It calls for a radical and comprehensive strategy to "green" our cities, creating new landscapes and land-uses, from hills, forests and wetlands to farming and tourism. Green cities would form part of a "new preventative health service". The movement of green city needs community participation. According to International Association for Public Participation (IAPP), the approach to community through activities, i.e. inform, consult, involve, collaborate and empower. Furthermore, sustainable community development should be economically productive, environmentally sound, socially just, culturally vibrant, politically participatory.

This paper consist some experiences regarding Corporate Social Responsibility (CSR) that concerns to establish the green city through the community participatory based development. Each area marketing manager has a responsibility to endorse, introduce, to assist and to develop green city concept through the implementation of "taman lingkungan" (Community Park), community based planning-design-management of parks; "hijau lingkungan" (Green Environment), community based greening program; "bersih lingkungan"

(Clean Environment), community based solid/liquid/gas waste management (Arifin *et al.*, 2007).

The objective of the program are (Sampoerna Hijau Kotaku Hijau. 2007), as follows:

1. To initiate the community participatory in order to manage the greenery open space.
2. To give community an inspiration and motivation for keeping clean and sustainable environment.
3. To establish the aesthetic community environment through the development of public parks, especially community parks.
4. To achieve the best practice in community building capacity to manage environment effectively.

Toward Green City

In many respects, the language of sustainability can be quite simple (Figure. 1). We don't have to imagine the immensity of integrating harmlessly all of human activity into a finite, global biosphere. Instead, we can think about basic virtues and habits — working together, taking care of what we have, teaching our children, standing up for everyone's rights, consuming what we really need rather than everything we can get. Those conditions are driven factors toward green city.

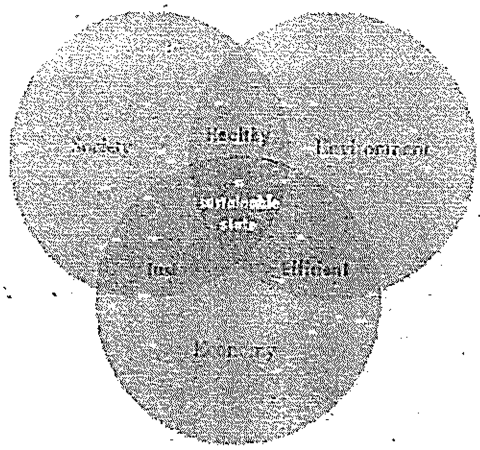

Figure 1. A sustainable state in balanced green city community.

A Green City is an ecologically healthy city. No such city presently exists. We do, however, see hints of Green Cities emerging in today's solar, wind and recycling technologies, in green buildings and green businesses, in urban environmental restoration projects, urban gardening, and in individuals using foot, bicycle and public modes of transportation in preference to the automobile. Car-free urban centers, "mixed use" and "balanced" development projects represent land use and architectural changes moving in the right direction, too (The Green City Vision. 1990).

UNEP's International Environmental Technology Centre recommends three steps in extrapolating the ISO14001 to the level of the city (Srinivas, 2006): Step 1 (Promotion of Eco-office); Step 2 (Promotion of Eco-Project); Step 3 (Green City Planning), as follows:

1. **Promotion of Eco-office:** Reduction of energy use; Reduction of water use; Reduction of solid wastes; Promotion of recycling; Green procurement; Conserving water and clean air; Appropriate control of chemicals.

2. **Promotion of Eco-Project:** Using e-friendly materials; Using e-friendly equipment; Accelerate use of recycled materials; Green public engineering works; Develop green technology; Promote greening.

3. **Green City Planning:** Set green guidelines for public works; Set green guidelines for housing; Enhance public transportation; Capacity building; Apply EMS to the whole city.

Green City "Kotaku Hijau" Competition

Green city can be developed from the small scale unit, such as a neighbourhood unit (*Rukun Tetangga*), or community unit (*Rukun Warga/Rukun Kampung*) in order to have down to earth. Corporate social responsibility (CSR) is a part of the stake holder's activity, which is concerned to improve ecological, social, economical and cultural aspect of the community. Many companies have CSR programs, and one of the programs is how to introduce green city concept and its implementation, namely "Kotaku Hijau". *Kotaku Hijau* competition is a medium of community participatory based toward green city. This competition has been concerning to three category, i.e. community park competition, greenery program competition, and clean program competition.

This program was started in 2004 in two cities (Table 1), i.e. Semarang and Malang. In 2005, four cities participated in local program of Kotaku Hijau (Semarang, Pekalongan, Bandung, and Jambi). In 2006 there were eight cities involved to this program, i.e. Gorontalo, Malang, Karawang, Makassar, Buleleng, Probolinggo, Semarang and Banyuwangi. Program consolidation and evaluation to become national event was held in 2007. Manual book of Kotaku Hijau (Figure. 2) was published as guidance for participants of Kotaku Hijau competition. In the same year, the book was introduced and endorsed to many cities. National competition of Kotaku Hijau was started in 2008. Thirteen cities (Pati, Surabaya, Sampang, Probolinggo, Malang, Madiun, Purworejo, Semarang, Pekalongan, Tegal, Bandung, Cimahi, and Jakarta) were assessed for green city finalist. The second year of national competition of Kotaku Hijau was followed by 14 finalist cities (Pamekasan, Sumenep, Sampang, Surabaya, Sidoarjo, Malang, Purworejo, Yogyakarta, Semarang, Batang, Indramayu, Sumedang, Sukabumi, and Jakarta).

Table 1. "Kotaku Hijau" (Green City) Competition 2004 – 2009

No	Year	Province	City/District	Level
1	2004	Central Java & East Java (2)	This program was started in Semarang and Malang (2)	Local
2	2005	Central Java, West Java, Jambi (3)	Semarang, Pekalongan, Bandung, and Jambi (4)	Local
3	2006	Bali, Gorontalo, East Java, Central Java and West Java (5)	Gorontalo, Malang, Karawang, Makassar, Buleleng, Probolinggo, Semarang and Banyuwangi (8)	Local
4	2007	Central Java, West Java, East Java, East Kalimantan, South Sumatera and Riau (5)	Program consolidation and evaluation to become national event; Manual book of Kotaku Hijau was published as guidance for participants of Kotaku Hijau competition; In the same year, the book was introduced and endorsed to many cities in Indonesia (15)	National
5	2008	East Java, Central Java , West Java, Jakarta (4)	Surabaya, Sampang, Probolinggo, Malang, Madiun; Pati, Purworejo, Semarang, Pekalongan, Tegal; Bandung and Cimahi; and South Jakarta (13)	National
6	2009	East Java, Central Java, Yogyakarta, Westa Java, Jakarta(5)	Sampang-Pamekasan-Sumenep, Surabaya, Malang; Yogyakarta; Purworejo, Semarang, Batang; Indramayu, Sumedang, Sukabumi; and South Jakarta (13)	National

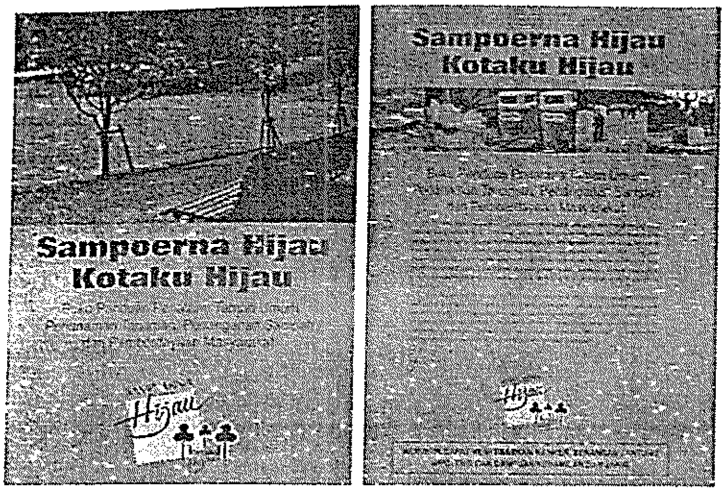

Figure 2. Guidance book of Sampoerna Hijau Kotaku Hijau was written by Arifin, H.S. *et al.* (2007)

According to two year experiences as national competition jury of Kotaku Hijau, it was found that there was some knowledge improvement, especially community perception of green city, green and clean mechanism, and community park planning, design and management. This condition was reached by the most community due to this CSR program not only holding the competition, but also giving community services through "inform, consult, involve, collaborate and empower" activities. From the total number of finalist Kotaku Hijau, 69.2% of them understood the activity of planning-design-management of Community Park. They established the harmonization of function and aesthetic in the park. Regarding the clean program, 5-R mechanism (reduce-reuse-recycling-reform-replant) was recognized by 71.4% of the finalist. Some activities are conducted from family level to the neighbourhood level, e.g. takakura box, biopori, composting process. They could create an income generating activity for the community. And 91% finalist of greenery program know the functions of green open space for environmental services, i.e. Carbon secretion, biodiversity conservation, water resources management, and landscape beautification. They utilized land of railways corridors, street corridors, riparian area, cemetery, and idle space for greenery program (Figure. 3). Some communities who have lack of land, they practiced hanging garden, green roof garden, vertical garden, and container garden with productive crops.

Interesting Finding I: local knowledges

The most interesting that was found in the sites during evaluation and assessment period of Kotaku Hijau were local knowledge and local wisdom, which is still kept as daily live norm, value and community culture. These local wisdom practices are very important to support the establishment of green city. Some examples, such as:

1. Kaliurip Village, Sub-District of Bener, Purworejo District, Central Java Province (green environment competition). Statement of Village Head that there is "hutan simpenan". This greenery area is protected forest, which is managed by community inheritance. Nobody can exploit the logs and other resources. Community believes that the forest can conserve and preserve water, land and micro-climate (Figure. 4). It is a form of local wisdom. This forest consist tree species that have deep root in order to save water, predominantly, such as "gayam", "putat", etc.

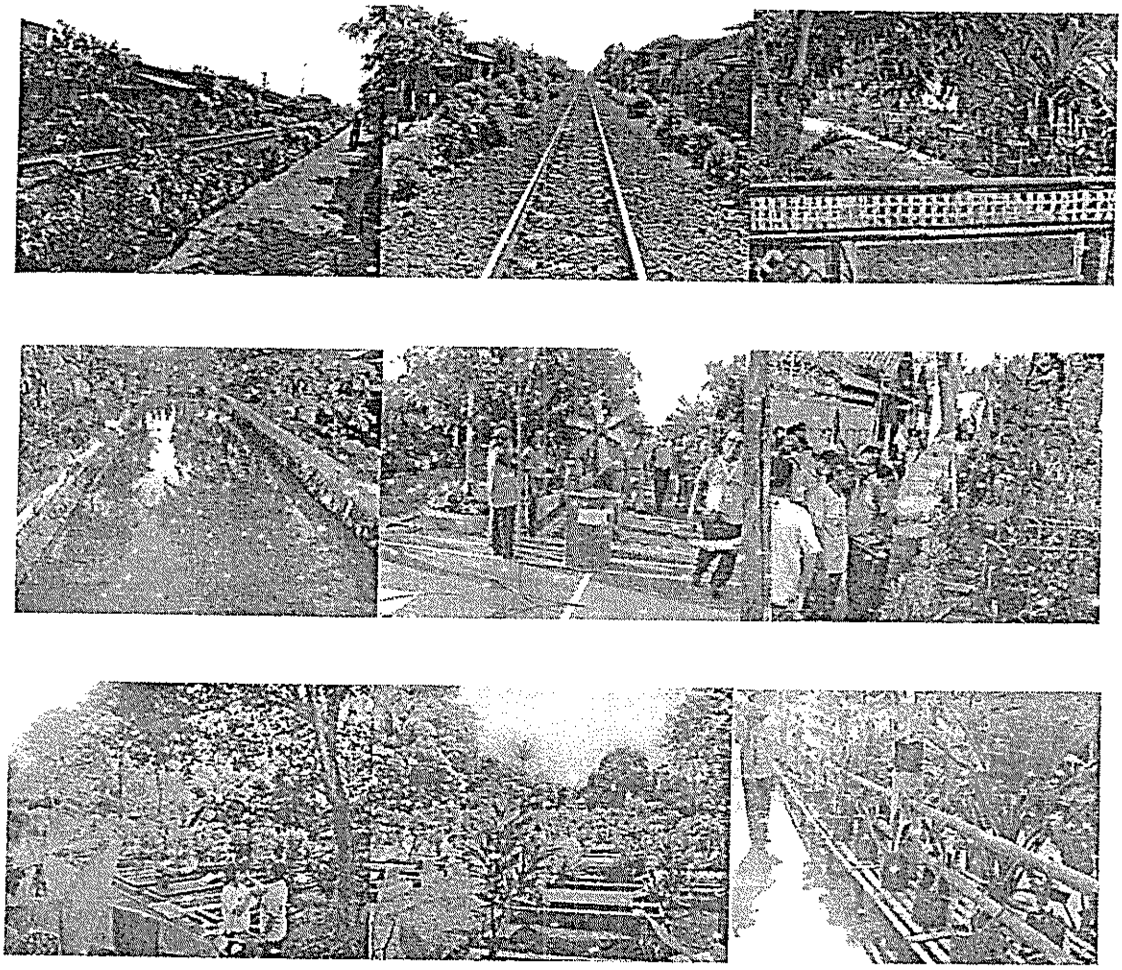

Figure 3. Railways corridors, street corridors, riparian area, cemetery, and idle space for greenery program

Figure 4. Local wisdom in forest conservation as "hutan simpenan"

Jatimulya Village, Sub-District of North Sumedang, Sumedang District, West Java Province (community park competition). Statement of Village Head that this community park is a historical and cultural heritage. The surrounding communities have been maintaining this historical from the ancient up to now. Old giant trees are still standing among new shrubs, bushes, herbs and grasses (Figure. 5). This park is utilized for leisure place. It's indicated by the availability of old gazebo site (it's only remained stone piles), and new gazebo building. This condition proofs that Sumedang citizen in general, and specially Jatimulya community loves green, clean and beautiful gardens.

Figure 5. Old giant trees are still standing among new shrubs, bushes, herbs and grasses surrounding the community park

1. Sambong Village, Sub-district of Batang, Batang District, Central Java Province (clean environment competition). We found "jimpitan", it's a term of daily community practice in order to collect small amount (c.a. 50 gram) of rice/family, which will be utilized for budget to handling the clean program in Batang. This activity is a form of "gotong royong" (working together on community level).
2. Paoman Village, Indramayu District, West Java Province (community park competition). We found in this area, there was a local convention, that every citizen has to plant 1 mango tree when a citizen makes ID Card; to plant 2 mango trees when they marry; and to plant 10 mango trees if they divorce. This rule educates good habit of community to have an environmental awareness.

Interesting Finding II: *Kota Hijau* (Green City) movement

Green city movement became merit – prestige – pride for young generation ("Karang Taruna" participatory) and local government of Kota & Kabupaten (Good Will & Political Will to Eco-politic). If compared to 2008 national competition, there was an increased role of young generation who participate in Kotaku Hijau program in 2009. Furthermore, local government's political will and good will in the city or district level were increased significantly.

1. Pondok Labu Village, Sub-district of Cilandak, South Jakarta County, Jakarta Province. "Karang Taruna", a village youth group as a pioneer (Figure. 6) to introduce the importance of greenery open space, even though, in the limited urban area. They utilized land for planting of medicinal plants, fruit trees, starchy crops, industrial plant, spicy crops and ornamental plants.

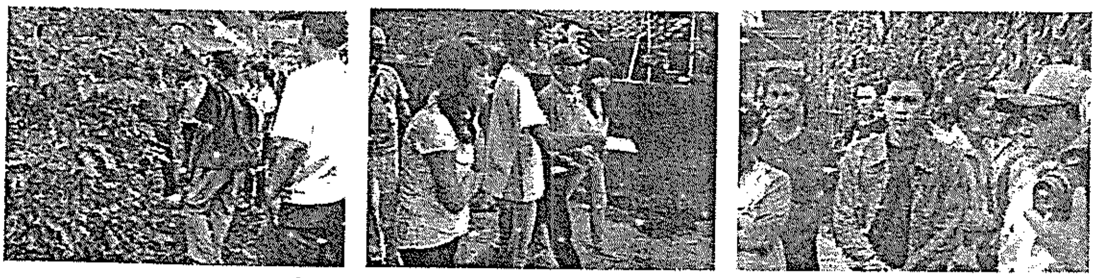

Figure 6. Young generation in "Karang Taruna" group as pioneer of green and clean environmental program

2. Sukabumi County, West Java Province. We met Sukabumi City Mayor (Walikota Sukabumi, H. Mokhamad Muslikh Abdussyukur, S.H., M.Si.), who has highly concern regarding green, clean and garden beautification. He has high awareness to improve better environment through supporting community to attend the green, clean, and community parks competition (Figure. 7). He stated that each developer has to provide public facilities as a community park in every housing complex. He

believes that those areas will be used by all the surrounding communities for sport and recreation, beside has other function on environmental services, e.g. Carbon stock, water resources management, bio-diversity conservation, and landscape beautification preservation.

Figure 7. Local government supporting on green, clean environment and community park competition

Awards and Appreciation

Finally, in the end of competition all the participants of green, clean and community parks competition (2-3 representatives/village) were invited to attend prize and the third prize, who will receive money, trophy and gifts as appreciation for them Sampoerna Hijau "Anugerah Hijau" (Green Awards) in Jakarta. The extra ordinary or outstanding performance of the participants are awarded as the first prize, the second prize, and the third prize (Figure. 8).

In Jakarta, the participants were asked also to attend the workshop and some excursion in order to improve their knowledge and experiences. These programs are very useful and fruitful for the representatives to disseminate green city concepts to other neighborhoods after they back home.

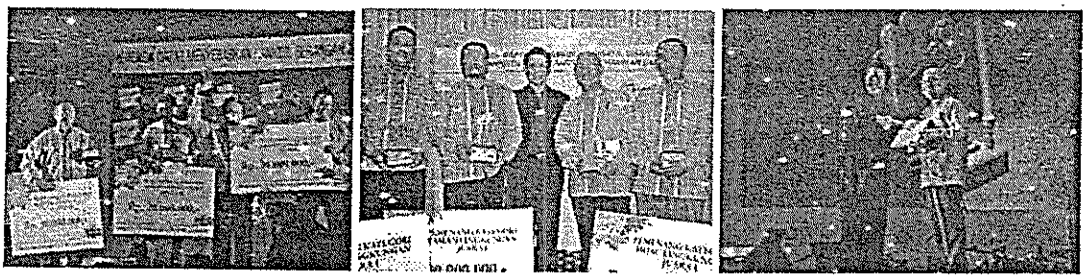

Figure 8. Sampoerna Hijau "Anugerah Hijau" (Green Awards) in Jakarta. The extra ordinary or outstanding performance of the participants are awarded as the first prize, the second prize, and the third prize second prize, and the third prize

Mass Media Publication

The last but not least, the role of media to publish these activities via newspaper, magazine, television, and radio are also important. It's look like an agent to spread "green viruses", positively. Publication was conducted before competition (2 press-conferences in national level), during competition period (3 – 4 press-conferences and daily publication by local newspaper), and after competition (2 press-conferences). Publication by newspaper, magazine, radio and television is very useful and effective to distribute and to spread out of "kotaku hijau" competition information (Figure. 9).