



UCLG
Committee

Social Inclusion
Participatory Democracy
and Human Rights

**Inclusive Cities
Observatory**

« GREEN AND CLEAN INITIATIVE »

Surabaya, Indonesia

Period of implementation: 2005 (launch) | Study case written in 2010

The Surabaya Green and Clean Initiative is a community-based waste management program implemented by the local government of the City of Surabaya. When in 2001 the Keputih Disposal Area, the only one to serve a city of about 3 millions inhabitants was closed, serious environmental problems emerged throughout the city. Therefore, since 2004 with the support of local NGO's, the Surabaya Municipality started a community education program about waste management. The substance of the education program included how to sort organic and non-organic waste, how to make use of waste. Surabaya's achievement exemplifies how a city can reduce a large amount of waste in a few years by primarily targeting organic waste, which usually makes up more than half the amount of municipal solid waste, and mobilising internal resources, mostly its residents, community groups, NGOs and private companies. Surabaya's solid waste management model has been transferred to other cities in various ways.



The **Inclusive Cities Observatory** was launched in 2008 by the UCLG Committee on Social Inclusion, Participatory Democracy and Human Rights with the aim of creating a space for analysis and reflection on local social inclusion policies. The initiative was developed with the scientific support of Professor Yves Cabannes (University College of London) and the Centre for Social Studies (CES) from the University of Coimbra. At present, the Observatory contains more than sixty study cases mostly developed between 2008 and 2010. Even though many of these cases refer to policies that have already come to an end, they still have much to offer: from capitalizing on the learning acquired by other local authorities to discovering suggestive and alternative means to address social inclusion challenges from a local perspective.

Context

City context

Surabaya is the capital city of East Java with a population of 2,861,928 inhabitants. Its economy is based on trade, industry and transportation especially as being the hub of east Indonesia.

The green movement, lead by the present Mayor of Surabaya City, thanks to the power of "arek Suroboyo" (a local bonding among society growth during the national movement between 1945 - 1947, to defend Indonesia freedom from the re-colonialization by the Dutch) promote settlement quality for health reasons.

Government and decentralization context

Since 1999, Indonesia has experienced one of the most radical decentralization programs in the world, shifting major functional responsibilities, resources, and staff to local governments. The decentralization reform was established by the Regional Government Law 22 of 1999 which eliminated the hierarchical relationship between provincial and municipal governments. The reform was partly a response to the highly centralized state under Suharto, which was blamed for many of the ills of the country.

Since Suharto's resignation, a strengthening of democratic processes has included a regional autonomy program and the first direct presidential election in 2004. Nonetheless, the central government exercises substantial control over local government staff appointments and corruption is perceived as a major problem. The villages in rural areas remain the social structure that represents the legitimate basis for local people, based on customary institutions and rules that help to integrate them in the management of local government affairs.

Institutional level of policy development: Municipal

Policy development

Surabaya Green and Clean Initiative is a community-based waste management program implemented by the local government of the City of Surabaya which covers various environmental aspects, such as domestic waste handling, betterment of water drainage, and trees planting.

Since 2004 with the support of local NGO's, the Surabaya Municipality started a community education program about waste management. The substance of the education program included how to sort organic and non-organic waste, how to make use of waste – applying the principles of Reduce, Re-use, Recycle. Participants of the training course receive a free composting basket. This small movement began to gain popularity among the people of Surabaya.

In 2005 the Surabaya City Government created several competitions to popularize and bring the program to wider level. The competition proved to be a success, turning Surabaya to one of the benchmarks in waste management in Indonesia.

Within the competitions the participants received, as trophies, cash, tools to manage organic waste and trees. Additionally, the people agreed that each prizes they won, will become the seed capital for their settlement improvement.

In the social perspective, the processes leads into a gradual forming of local organizations and thanks to the stimulation from private sectors i.e Unilever is growing bigger and faster.

Background

Without proper management, activities in a large city such as Surabaya will cause an imbalance to the environment, such as the slow degeneration of green areas and increased waste problems which, in the long run, will impact negatively to the quality of life of the people.

In fact, when the Keputih Dipsal Area which were accommodating the waste from 155 temporary disposal sites in Surabaya was closed serious environmental problems emerged. The waste at Keputih was not appropriately processed and left piling. The unbearable odour and pollution disturbed the neighbouring communities and Keputih was forced to close down in 2001 due to opposition by residents.

This caused garbage piles at temporary disposal sites piled and at every street corner in the city and causing an high demand for waste reduction.

However, the main cause of waste production was from the households themselves. Therefore, people of Surabaya were urged to be concerned about the greening and cleanliness of their city through the Surabaya Green and Clean campaign which began by seeking the participation of each member of the community, to manage their waste independently, such as by sorting waste and making compost.

Policy objectives

To motivate people and to gain a broader participant, the City of Surabaya, supported by the partners, established several competitions related to community based livelihood enhancement such as 'Cleanest District Award', 'Green and Clean Competition', and 'Free from Waste Competition'. Those were aimed to introduced the concept of 'reward' and 'punishment' on how to manage the living environment.

Within the 'Green and Clean' competition, initially held at the neighbourhood group level, several categories were included:

1. Waste management (waste sorting, processing/composting, waste facilities and waste monitoring)
2. Waste recycling (creativity, artistic and economic value)
3. Cleanliness (street and environment cleanliness, sewage and drainage condition, including the existence of mosquito larva in the houses)
4. Greenery (biodiversity, icon-plantation, compost usage)
5. Toilet/bathroom condition: cleanliness, existence of mosquito larva, knowledge of community in dengue fever prevention

The 'Free from Waste' Program is somewhat similar to the 'Green and Clean' Competition. The Green and Clean the award will be given in May (on the anniversary of Surabaya City) whilst the 'Free from Waste' Award will be given on Independence Day in August. By holding two competitions in a year, there will be more incentive to sustain the effort to keep the environment cleaner.

In the year 2006, due to increasing awareness of waste management, the criteria were broadened and included waste management and recycling initiatives.

Chronological development and implementation

The closing of the Keputih Final Disposal Area occurred on October 13th 2001.

On November 25th 2002 there was the approval from the House of Representative for Surabaya Municipality to proceed with the cooperation with the City of Kitakyushu, Japan in environment and waste management.

In 2004 Surabaya Municipality and local NGOs work hand in hand to provide in waste management awareness program.

One year after, in 2005, 'Green and Clean' Competition was launched and also the 'Independent Waste Management Movement' and 'Free from Waste Movement'.

The Surabaya Green & Clean campaign that run from March to May 2005 was promoted in cooperation with Unilever, a private enterprise and since that time the competition has been held yearly.

Thus, a solid waste management model, initiated in one community, was successfully scaled up and replicated in many other parts of the city with the active involvement and mutual cooperation of various stake-holders.

Stakeholders, beneficiaries and participatory methodologies

Agents involved

Surabaya Municipal Government (local government) for the operation of 12 composting centres in the city.

The Kitakyushu City (city-to-city cooperation) for providing knowledge, tools and technical assistance.

Ngos and representatives of the communities (environmental cadres) in coordination, distribution of composting baskets and explanations to local inhabitants.

Through the 'Pendidikan Kesejahteraan Keluarga's (Household Skills Training Organization) network, a local women's organization which exists in every sub-district and exclusive to women as members, it was easy to promote the community based waste management program to the local communities.

Local Ngos provide information to local communities regarding waste management and assist the local community during the implementation process as well as monitoring the progress.

The environment cadres, through specific trainings play role as information provider to the member of the community on how to manage household waste (e.g. how to use takakura basket, composting bins, etc) and keep their environment green and clean. In Jambangan district, which was under special training program conducted by Unilever, every household has a member of the family as environment cadre.

The media (Jawa Pos) and Unilever Care Foundation (private companies) organized Green and Clean campaign; since 2005, they become partners of the municipality of Surabaya in establishing several prestigious competitions, namely Green and Clean competition and Free from Waste competition. JTV (local TV), Suara Surabaya (local radio) and Radar Surabaya (local newspaper) had also participated to support the program. JTV covered the dissemination, launching, judging, and the announcement of the competition.

Beneficiaries

Surabaya City is now starting to be a better place to live (greener, cleaner and healthier) for its citizens allowing also to improve their social and economic conditions.

Participation processes implemented

The city has intensively promoted composting practices by setting up more than a dozen composting centres and distributing thousands of compost baskets to residents, and has actively involved residents and community groups in waste reduction activities by co-organising a community cleanup campaign with local NGOs, private companies and the media.

The efficient and effective waste management systems established which included community participation have given benefits for the City municipality especially in reducing costs of waste transportation and processing.

People, through the Green and Clean Initiative enjoyed environment as social event, gathered together in the meetings within the environmental cadres and related activities.

Taking part in the environment conservation and manage their waste independently brought to the creation of processes of “collective learning” which result in a “socialized” growth of knowledge.

Institutionalizing and financing

Institutionalization

There is a formal recognition of community-based waste management issues from the city municipality by issued The Local Government Regulation No.1/2006 on Surabaya Mid-Term Development Plan 2006-2010 under City Cleanliness Program as well as Green Spaces and City Landscape Program;

Inspired by the achievement of City of Surabaya, there is also support from the national legislative who is planning to formulate a policy draft on city wide waste management, which will also include the principles of reduce, re-use, recycle (3R) to be replicated and implemented in all cities in Indonesia.

Financing

The budget allocated from the Surabaya City, Cleansing and Landscaping Department, for the promotion of composting and waste segregation, including operation and maintenance of twelve composting centres, distribution of compost baskets, supporting the activities of PKK, NGOs and environmental cadres, and organising the Green and Clean Campaign, were only IDR1.5-2 billion (USD150,000-200,000) annually from 2006 to 2008, whereas about IDR100 billion (USD10 million) was spent for other ordinary solid waste management tasks.

Outcomes and reflections

Key results and achievements

Surabaya’s achievement exemplifies how a city can reduce a large amount of waste in a few years by primarily targeting organic waste, which usually makes up more than half the amount of municipal solid waste, and mobilising internal resources, mostly its residents, community groups, NGOs and private companies.

The remarkable outcomes of the Green and Clean community-based program are:

- a significant reduction of waste to be transported to final disposal due to the virtuosity of the recycling process learned by inhabitants;
- the growing awareness from people in Surabaya towards the importance of waste management through the information provided by the environment cadres to their neighbourhoods on how to manage their waste;
- 750 neighbourhood groups in Surabaya had already applied community-based independent waste management;
- More trees and other greenery are planted in housing areas, such as Orchid Kampung, Adenium Kampong, Aloe Vera Kampung;
- the green areas increased from 269.29 acres in 2006 to 274.44 acres in 2007;
- there are at least 15 small-medium scale business in recycle products (umbrella, bags, purse, and lampshades) under the support of UNILEVER CARE. Therefore,

the communities are able to gain profit from selling non-organic waste and create new job opportunity;

- strengthened social capital as a result of active involvement of members of community-- including women and elderly-- in this program;

Surabaya has also received international awards recognizing their achievements in improving the environment:

1. EGA (Energy Globe Award), Austria 2005 : Water & Environment Category
2. Green Apple & Green Organization (London) 2007
3. UNESCAP (United Nation Economic and Social Commission for Asia Pacific) Award 2007 for Urban Environment Improvement

Overall assessment and replicability or adaptation elsewhere

Replicability or adaptation of policy elsewhere

Surabaya's solid waste management model has been transferred to other cities in various ways since it became well-recognised nationally and internationally.

For instance, Jakarta was the second city which held the similar competition, following by the city of Jogjakarta. Also in other countries as Malaysia, Nepal, Thailand, and Philippines the program was implemented.

As recommendations for further replication in other cities some steps can be identified as firstly, waste reduction target setting and institutional set-up which includes the coordination among waste management department and environment management and city planning departments; secondly, set up market-waste composting centres; thirdly, identify community partners and distribute compost baskets; lastly set up community-based composting centres and organise a community cleanup campaign.

Further information

This case was researched and written by Manuela Gervasi under the supervision of Dr. Giovanni Allegretti at the Centre for Social Studies, University of Coimbra, Portugal, in 2011. We also thank Mrs. Ramalis Sobandi, urban researcher at the Ministry of Public Work, Indonesia, for her assistance.

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