

SOCIO AND ECONOMICAL ASPECT IN GREEN AND CLEAN INITIATIVE

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Green and Clean Initiative

- Started in 2005 by Surabaya city government as an attempt to reduce waste in Surabaya
- A cooperation between government, NGOs, private sectors, and public
- Joined by 750+ kampung in Surabaya
- Main idea: Surabaya become a more livable city to everyone that the citizens are allowed **to improve their social and economic condition**
- The core of this initiative is community participation

Green and Clean Initiative

Aspects in Green and Clean Initiative:

- Waste management
- Waste recycling
- Cleanliness
- Greenery
- Toilet/ bathroom condition



Image: <http://kabarlingkungan.blogspot.co.id/2009/02/kaleidoskop-surabaya-green-and-clean.html>

GCI culture: changing paradigm

Living in kampung was a **shame**

dirty

not healthy

slum

poor



Living in kampung is a **pride**

green

clean

cohesive

contented

healthy

Kampung Banyu Urip



Kampung Bubutan



Kampung Mojo



Beyond Green and Clean Initiative

After GCI

Kampung in Surabaya is moving forward. Its definition is no longer as a living area/ neighborhood/ settlement. In a better condition, it has become a place to start, to produce, to grow, to learn, to socialize, to have possibilities.

More initiatives are growing: Free from Waste Initiative and most recently Education Kampung Initiative

After GCI

Kampung in Surabaya has begun to recognize their own prominence thus bringing them their own identity. There are kampungs in Surabaya that are recognized not only from their name, but also from their specialties such as Orchid Kampung, Adenium Kampung, Aloe Vera Kampung, Herbal Kampung, etc.

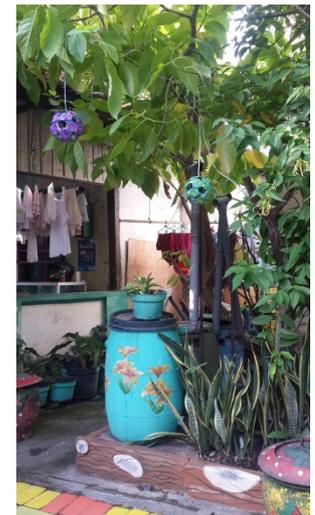


Case study: Kampung Genteng Candirejo & Kampung Ketandan

Kampung Genteng Candirejo



- also known as **Herbal Kampung**
- Green and Clean features:
 - Pandora L – water recycling instrument
 - Composters
 - Biopore
 - Greeneries



Kampung Genteng Candirejo



SMEs for herbals production was initiated in 2008 started from Family Herbs (TOGA) processing by the women organization (PKK) in Kampung Genteng.

In this kampung, both economic and social aspects are developed:

- Creating informal economic sector
- Increasing family and community livelihood
- Empowering women and community

GENCAR
Olahan Herbal

"Olahan herbal dengan rempah asli Indonesia dan dibuat secara tradisional."

Produk:
Sinom
Jaselang
Temulawak
Beras Kencur
Kulit Manggis
Wedang Jahe
Sari Bunga Rosella
Sirup Belimbing Wuluh
Sari Kacang Hijau
Aneka Kue Kering
Sari Kedelai
Kunyit Asam
jahe Pandan
Jahe Secang
Kunyit Putih
Kunfulaga
Manisan Belimbing Wuluh
Kencur
Tomat rasa Kurma
Selai Belimbing Wuluh

Diproduksi Oleh:
Kelompok Gencar Mandiri
Genteng Candirejo No. 32 Surabaya

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Gencar
www.gencarmandiri.wordpress.com

Kampung Ketandan



Kampung Ketandan



Kampung Ketandan is an example of how the paradigm of living in kampung has changed.

Located in the heart of busiest business area in Surabaya, it managed to survive without losing its identity as a kampung.

In this kampung, there are several HBEs such as: rubber sandal, stencil printings, and cookies.



Conclusions

- Green and Clean Initiative has brought impacts beyond their intended purpose. Not only elevating the condition of urban settlement in Surabaya, it has also been improving the economic and social condition of the community.
- Green and Clean Initiative has become a trigger for kampungs to recognize their potentials.
- The role of community is the key. Whenever the community has ideas on how to improve life in their kampung, it will be the stimulant of their future development.

thank you