




Training & Raising Awareness


CASE STUDY 2

The image features a photograph of a forest fire, with bright orange and yellow flames consuming dry vegetation and tree trunks. A semi-transparent green overlay covers the entire image. On the left side, there is a vertical decorative element consisting of a series of interlocking triangles in various shades of green and dark teal. The text is positioned in the upper right quadrant of the image, overlaid on the green background.

Many forest fires in Indonesia can be attributed to human activity, with the vast majority (around 80 percent) associated with slash-and-burn agriculture. As farmers clear land for agriculture, these practices are often the cheapest and most practical option available to them. However, the risks involved with burning – and the negative impacts associated with this approach – are not sufficiently understood.

The first step towards effective fire prevention is raising awareness of the problem. To reduce the risk of fires in Indonesia, there is an imperative need to work with and include local people in decision-making processes, enabling them to co-design new strategies and processes. Success in this regard depends on cross-sectoral collaboration between companies, government, and communities.

To secure commitments and encourage widespread behavioral change, the Fire Free Alliance (FFA) is actively addressing forest and land fires through a range of approaches. This includes raising awareness, facilitating the adoption of fire prevention strategies, and training emergency response teams to handle potential outbreaks.



FFA Member Activities: Building Capacity, Broadening Impact

Activities by members of the FFA can be split into two categories: Internal team capacity building; and engagement with communities, companies, and local government.



Representatives from government agencies (including *Manggala Agni*, the Regional Agency for Disaster Countermeasures (BNPB), local police, and various others) are regularly invited to attend, supervise, and deliver training materials.

In addition to working with officials, the FFA carefully considers demographic and social factors impacting fire prevention measures, working with farmers prior to the planting season to ensure best practices take root and continue to grow moving forwards.



We are thankful and appreciate the efforts made by the FFA to prevent forest and land fires in the Bengkayang area.

Dwiyanto Bhanu - Head of Sanggau Ledo Sectoral Police Force





Internal Team Capacity Building

FFA members conduct internal capacity building programs for new employees during onboarding, along with continuous development for existing staff.



This incorporates expert inputs and a range of field training exercises. To build synergy with local communities, members hire local rangers who are then trained to monitor concession areas and provide environmental education in fire prevention and management at the field level.

Internal training provides a strong foundation for FFA members, enabling them to create and implement standard operating procedures (SOP) and engage in community outreach initiatives with a firm and comprehensive grasp of relevant knowledge. These approaches improve the efficacy of fire-free programs and technical guidance implemented by FFA members, which can

then be field-tested and shared with the public to good effect. Although each member has their own curricula and methodologies for this process, they are united by common goals and a shared commitment to provide thought leadership in their sector and in their communities, positively impacting the people and landscapes within their sphere of influence.

FFA members provide various infrastructure and knowledge resources to ensure their personnel take steps to mitigate the risks of fires, and are always ready to respond in case of emergencies. At IOI, dedicated fire management teams have been established in plantations, with personal protective

equipment (PPE) and other essential fire-handling machinery provided. Safety guidelines and an emergency response manual offer a clear framework for employees, who are regularly tested in emergency training and response drills.

Similarly, KPN Plantations provide emergency fire response training for all employees, coupled with real-world simulations that prepare them for worse-case scenarios. Working in collaboration with *Manggala Agni*, the forest fire control brigade of Indonesia's Environment and Forestry Ministry, and the National Agency for Disaster Countermeasures (BNPB), Wilmar host regular training sessions for their staff, while also allocating a budget for fire prevention equipment and SOP compliance.

At Musim Mas, employees participate in regular training simulations exploring the cause of fires, and develop fire management

techniques in response to local context. One initiative in particular identified cigarette butt disposal as a fire hazard, and developed appropriate strategies to combat the problem. APRIL employees have taken this a step further, integrating their own activities with community outreach via the Village Crew Leaders program, a scheme that recruits local community members as contractors and encourages former slash-and-burn farmers to become ambassadors for sustainable practices.

Asian Agri regularly trains their team in fire prevention, with a dual emphasis on preparedness and responsiveness. The Company also provides annual training on identifying risks, fire drills, and basic fire-fighting methods. In the surrounding community, people are selected to become village crew leaders, conducting fire patrols, firefighting, and reporting.



I describe my experience to the community, so they will not burn the land anymore. In the past, I burned the land, but now it's my turn to prevent fire.

Helmi - A Crew Leader on APRIL Group's Fire Free Village Program





Engagement With Local Communities

FFA members' engagement with communities takes many forms. This includes face-to-face training and socialization with landowners, community representatives, students, religious leaders, businesses, and local government officials.



Members also utilize a range of formal and informal approaches to reach a wider audience, including offline information boards, banners, and online messaging forums.

Fire prevention messaging extends to a diverse range of demographics, media platforms, and geographic locations. In PM Haze's case, engagement is built through social media and targeted primarily at youth groups and professionals living in Singapore, whereas IOI focuses on providing firefighting training for local communities in West Kalimantan. Musim Mas has established collaborative partnerships with local government officials, the military, and the police force, while KPN focuses on training local companies in emergency response and muster protocols.

Outreach efforts by FFA members tackle a range of issues. KPN Plantations created the

Desa Siaga Api (D-SIGAP) campaign to raise awareness and provide training in fire prevention and management for local communities. A similar initiative – the Fire-Free Village (FFV) program (Masyarakat Bebas Api) – was set up by Musim Mas in 2016, and highlighted the risks of using fire in farming. Supported by an MoU signed with local communities, the program provides smallholders with alternative land clearance solutions aligned with agronomic best practices. D-SIGAP and FFV are two of the many FFA initiatives facilitating behavioral change.

While some FFA members opt for a micro approach, establishing qualitative networks with communities and companies at the local level, others take a wider view, addressing the macro challenges posed by Indonesian land and forest fires to achieve results at scale. PM Haze's vision is to empower communities



After receiving the training, we know what to do when there is a forest fire and how to work collaboratively to extinguish it. Now, with support from the FFA, I feel more guided.

Dwiyanto Bhanu - Head of Sanggau Ledo Sectoral Police Force



all over the archipelago through science-based protocols and human-centric strategies, empowering communities to take the lead in restoring the health of their peatlands through forest restoration and sustainable management practices.

In order to build community awareness in Riau and Jambi, Asian Agri initiated their Fire Free Village Program (FFVP) in 2016. Working closely with local and national stakeholders, FFVP involves patrolling, training and knowledge sharing to support alternative land clearance practices. To date, the initiative has supported 16 villages and covered more than 343,000 hectares.

In contrast to these activities, IOI strategically targeted risk factors associated with the haze. By mobilizing their Environment, Health, and Safety (EHS) and CSR units, they were able to provide training and raise awareness among farmers in areas susceptible to fire, at times when land clearance was most commonly practiced. With support from local officials, communities, and NGOs, IOI established *Masyarakat Peduli Api* (MPA) programs at the village level during the wet and dry seasons.

Similar to PM Haze, APRIL has been working to address the underlying root cause and long-term impacts of forest fires in Indonesia. Since July 2015, their own FFV program has raised awareness in 42 villages, covering an area of 803,000 hectares. Overlapping with the Fire Aware Community (FAC) program, FFV represents a collaborative effort between government, rangers, and police. APRIL's No Burn Reward program has helped to galvanize communities and incentivize compliance, while patrols and training have strengthened enforcement and an awareness campaign focused on drive-in cinemas has helped change attitudes.

Wilmar has approached the problem from yet another angle, by building emotional bonds between the company and local families. A key component of this approach has been an environmental education outreach program, delivered through school visits and supported by public-facing information boards in concession areas.

Impact & Outputs

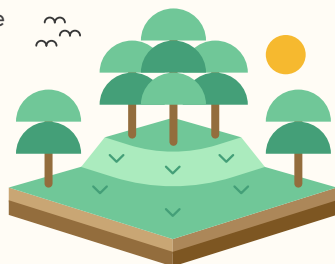
A snapshot of data points illustrating FFA members' progress in training and awareness

803,000 HECTARES

covered by FFVP (APRIL)

343,276 HECTARES

covered by Fire Free Village Program (Asian Agri)



700 STUDENTS

educated in fire prevention (WILMAR)

141 SCHOOL

visited (APRIL)



12,022 PARTICIPANTS

in **875 training sessions** (MUSIM MAS)

232 PEOPLE

trained in fire prevention and handling in 2022 (KPN)

60 PEOPLE

trained in fire awareness in 2017 (IOI)

860 PEOPLE

involved in peatland education and fire awareness events (PM Haze)

3,117 PARTICIPANTS

trained in Fire Prevention (Asian Agri)



74 VILLAGES

signed up to the FFV program (MUSIM MAS)

93 VILLAGES

involved in **Masyrakat Peduli Api** since 2020-2023 (KPN)

42 VILLAGES

with trained fire prevention crew leaders (APRIL)

141 VILLAGES

in seven districts signed up to FAC (APRIL)

16 VILLAGES

joined in Fire Free Village Program (Asian Agri)





Working Together to Combat Land and Forest Fires

Through training and awareness, members of the FFA have provided a platform for knowledge exchange and facilitated the creation of best practices.

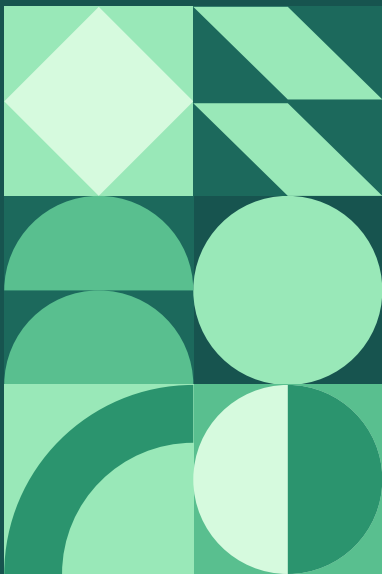


The cumulative impact of these localized activities has been a change in practices on a regional scale; FFA members have positioned themselves as thought leaders in their respective communities and concession areas, enabling cooperation among diverse stakeholders and advocating a more concerted approach to fire prevention and management.

FFA members' activities have addressed numerous challenges, made tangible impacts and facilitated a change in local practices – developments initiated within the organizations themselves and then transferred to surrounding communities through outreach, recruitment, training, and incentivization. By working together, FFA members have

established the alliance as a credible source of information and a platform for fire mitigation and prevention best practices.

Moving forward, the FFA will continue to strengthen ties with communities, leveraging its networks with professional partners and local government to provide training and capacity-building programs that tackle the underlying causes of forest fires. At the local level, the FFA continues to identify the main drivers of forest and land fires. Then, through outreach and education, empower farmers and their families with the knowledge they need to find workable, long-term solutions.



firefreealliance.org