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EDUCATION AND OUTREACH POLICY

PURPOSE

The Borneo Orangutan Survival (BOS) Foundation is an Indonesian non-profit organisation which works to conserve the Critically Endangered Bornean orangutan and its habitat, specifically within the provinces of East and Central Kalimantan. With a steep rate of decline, an estimated 60% decrease in population size between 1950 and 2010 alone, the BOS Foundation undertakes four core activities to better the outlook for the species; the reintroduction of rescued and rehabilitated individuals, life-long sanctuary care for individuals unable to survive without human support, the conservation of forest ecosystems, and the development of local communities and education of the greater public.

Under our initiatives to educate people in Indonesia and around on the world on the plight of the orangutan and their importance to the ecosystem, we employ methods tailored to the needs of the target community, to better their understanding for the natural world. In local communities within our working areas, we believe that by educating children and adults alike, we empower them to better their livelihoods all the while protecting the natural ecosystems around them. These community outreach and education activities frequently provide the basis for the design of community development interventions which support enhanced, sustainable livelihoods for people and communities living on the conservation frontlines. In Indonesian cities, and around the world, we believe that we can have ability to inspire a love for orangutans in the younger generation that can grow into a lifetime of passion for conservation.

The aims of our community outreach activities are:

- To increase awareness on the vital ecosystem resources provided by healthy ecosystems and the role of orangutans in these processes
- To promote and support sustainable development including social, environmental, and economic elements, and foster increased participation by communities and other local stakeholders in protecting orangutans, their habitat, and other natural resources
- To empower and build the capacity of community members to develop alternative, sustainable livelihoods
- To end the current unsustainable cycle of natural resource exploitation by jointly identifying and/or teaching methods of natural resource management and rehabilitation



The aims of our educational activities are:

- To increase awareness within younger generations on the importance of orangutans and their habitat in a global, regional, and local context
- To educate younger generations about orangutans and their conservation challenges
- To empower and build the capacity of younger generations to contribute to the conservation of Bornean orangutan using their knowledge, voices, and action
- To expand opportunities for education of the public by collaborating with event and festival creators to engage with their audience
- To utilise social media and our international partner network to increase awareness and engage with people around the globe on the importance and plight of orangutans

FACILITIES AND TEAM

At both our Nyaru Menteng Orangutan Rehabilitation Centre in Central Kalimantan and our Samboja Lestari Orangutan Rehabilitation Centre in East Kalimantan, we have visitor centres that are open to the public and school groups which offer educational materials on orangutans and their habitats.

For our education and capacity building work in Kalimantan, the BOS Foundation has specifically designated community development teams that operate in the communities surrounding the rehabilitation centres in Palangkaraya and Samboja, the communities near our release sites in the Bukit Baka Bukit Raya National Park, Bukit Batikap Protection Forest, and the Kehje Sewen Ecosystem Restoration Concession, and the communities within the Mawas Conservation Area, under a BOS Foundation program protecting 309,000 ha of natural, wild orangutan habitat.

For our education and awareness activities outside of our working areas, representatives from our fundraising teams based in Bogor, Samboja, and Palangkaraya, operate our 'Orangutan Goes to School' program, both at schools and over digital platforms, and coordinate other outreach events in the form of festival appearances, informational booths, and educational talks. The BOS Foundation communications team, based in Bogor, is responsible for producing the educational content for our website and social media accounts, and coordinating with the BOS international partner network to provide them with the tools they need to educate their respective audiences in Australia, Switzerland, Germany, Denmark, Sweden, and the U.K.



RESOURCES

To carry out our community development and education activities we employ:

- Educational activities and talks for children and other interested individuals on orangutans and their habitat
- Training for community members in natural resource preservation
- Meeting facilitation for collaborative efforts between stakeholders including local communities, corporate entities, and government representatives
- Training opportunities in human-orangutan conflict mitigation, agroforestry, land management and monitoring technologies, and fire prevention
- Capacity building workshops in small business management including sustainable handicrafts such as rattan and bamboo weaving

To carry out our general education and outreach activities we employ:

- ‘Orangutan Goes to School,’ an educational program where a BOS Foundation representative travels to schools to give educational talks and host workshops
- Engaging activities and educational games for kindergarten and early elementary students such as storytelling and colouring
- Education sessions at our locations in Bogor, Palangkaraya, and Samboja
- Participation in local festivals and events with BOSF representation at awareness booths
- Educational videos about orangutans and their habitat
- Semi-regular educational talks, either in person or via social media platforms such as Youtube, Zoom, Facebook, Instagram, and Twitter
- Partnerships with publishers and media agencies to facilitate the production of inspirational and educational materials for new and expanded markets

AUDIENCE

The community development programs are individually designed through a collaborative effort to cater to the needs of each community. Generally, they aim to reach all members of the community with particular focus on key figures, such as village and household heads. Historically, we have also identified women and children as vital target groups for the training and implementation of sustainable livelihoods that increase overall community income.

The ‘Orangutan Goes to School’ program is designed for students from the kindergarten through university. The type of engagement and information shared with the students



are tailored for the needs of each age group. Outreach activities are aimed for the general public to include all ages and educational background. We have also found success in close collaboration with special interest groups including the outdoor survival and fashion communities.

EVALUATION AND REVIEW

Our programs are evaluated together with current and future collaborators to best cater to their audience's behaviour and ensure the highest level of impact and meaningful learning. This is especially sought after with recurring collaborators. We continuously improve and adjust available methods to suit the needs of our audience.

FUTURE DEVELOPMENT

We are always open to expanding the reach of our education and outreach activities. This is done both passively, accepting invitations when approached by a new school or community, and actively, by seeking out target audiences that we deem to have the greatest potential for large and far-reaching impact. We identify these “high-impact” opportunities through two variables; the proximity and potential to directly impact orangutan populations and habitat (for communities in and near BOS Foundation working areas), or the potential to have widespread or lasting impact on the greater conservation agenda (for school and awareness events).

We are also looking to improve the ways that we can reach our audiences to further spread our vision of orangutan and orangutan habitat preservation, in a constantly changing world. Currently we are working on the development of an online-based program of «Orangutan Goes to School» so that younger generations can receive an environmental education no matter where they are located. This is just the start for us as every day we are investigating new ways in which we can connect with people around the globe.