

## PROGRAMME REPORT

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# NATIONAL YOUNG REPORTERS FOR THE ENVIRONMENT 2021: ARTICLE WRITING WORKSHOP

14 AUGUST 2021



# Programme Overview

On **14 August 2021**, **Green Growth Asia Foundation** successfully hosted the **NYRE 2021: Explore Green Writing workshop** virtually with participants consisting of students and youth aged 10 to 24. The webinar provides tips from the speaker, Dr Ahmad Aldrie Amir on environmental article writing, touching on the impact of voicing out through writing, how writing can make great influences, how to choose a point of view or angle when writing an article, and the foundation, the output and outcome of writing. The webinar also includes two **Q&A sessions** to give the participants the opportunity to ask the speaker any questions. This webinar is the first of its kind, and with that, a number of elements were taken into consideration in terms of its virtual implementation. This webinar is hosted by environmental education interns. All of the feedback and suggestions have been received and will be taken into practice for the next online webinar sessions.

Project Name	:	Explore Green Writing
Date	:	August 14 2021
Duration	:	1 hour 30 minutes
Location	:	Zoom Platform
Hosts	:	Lavinia Grace Sebastian Nur Ameera Asyiqin binti Khairul Anuar
Number of Participants	:	33

## TOPICS DISCUSSED

### 1. Voicing Out on the Issues and Challenges faced by The Environment

- Why do we need to voice out for the environment
- Issues and challenges faced by the environment (Planetary Health, Climate change, Biodiversity loss, food security, sustainability)
- Loss of species and natural habitats
- Writing is a way to communicate for nature and the animals
- 'Silent Spring' by Rachel Carson, a role model to voice out through writing, an example of the power of writing.
- Use a substantial voice, facts and figures, knowledge, ethics and integrity, quality, brain and wisdom, style, honour, respect and pride.

## **2. How to Write a Good Article**

- Read many good articles
- Gain as much knowledge as possible
- Use credible sources
- Use good and reliable data.
- Get to know the topic and argue
- Champion the topics

## **3. Superhero of the Environment**

- We are facing a real threat.
- The villain is human-induced Climate Catastrophe, causing extreme changes to Earth.
- We as humans must strategize
- We don't have superman, but we have nature. For example: Mangroves have played the role as the most efficient carbon. absorbers for hundreds of years.
- People ignore Clark Kent the way the public ignores Mangroves. We can help the public to see Mangroves the way people see Superman.
- Use creativity to make great impact and influence.

## **4. Writing Strategies**

- What to write? Why write? When to write? Where to publish? Who to target? How impactful?
- The Foundation: The topic, the subject, the angle; The audience, the reader, the target group; the platform, the medium, the publisher; research, read, interview, ask, discuss, argue, brainstorm.
- The Output: Ideas, information, points, data, stats, figures, tables, photographs, footage; Structure, skeleton, flow, sequence, connectivity, the story; write, read, edit, pause, revisit, improve; title, feedback, polish, submit.
- The Outcome: Let it go, don't just wait, kick-off the next article; share it far and wide, listen and record feedback and responses; Analytics: Views, citations, quotes, shares, retweets + policy change, structural change, mindset change, physical change; Post-Mortem, review, update.
- List down your ideas, do not hesitate, do not procrastinate, self-discipline; start writing now.

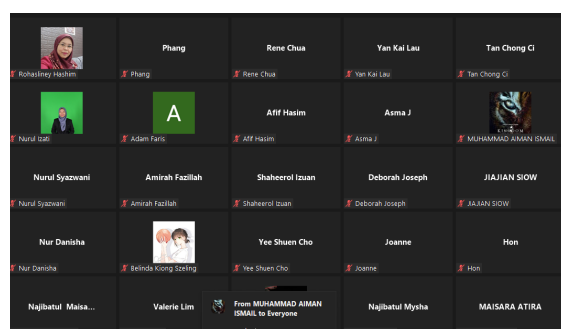
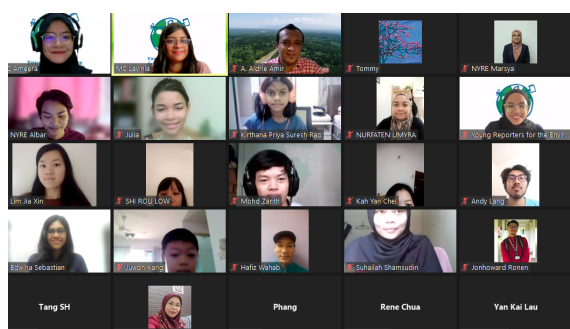
## RECEPTION OF PARTICIPANTS

17 institutions were represented. The attendance list could be found on pages 6 and 7 of this programme report. Overall, the programme received a positive reception from the students who participated, providing insights and responding when probed. It has been observed that the majority of the attendees were interested to join the competition. With their active participation in the NYRE Programme, we believe their journey will be a success. The newly launched NYRE website <https://www.lensakelestarian.com/> serves as a platform for the dissemination of NYRE related information.

## MOVING FORWARD

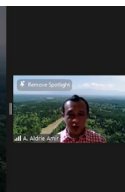
This webinar provides invaluable insights into how future National Young Reporters for the Environment events will run. Despite the success, Green Growth Asia Foundation will continue innovating ways to enhance our service delivery further.


## MEDIA REPOSITORY



### Second: The Output

1. Ideas, information, points, data, stats, figures, tables, photographs, footage;
2. Structure, skeleton, flow, sequence, connectivity, the story;
3. Write, read, edit, pause, revisit, improve;
4. Title, feedback, polish, submit!





Join at  
**slido.com**  
**#678**

Top questions (3)

Anonymous 0

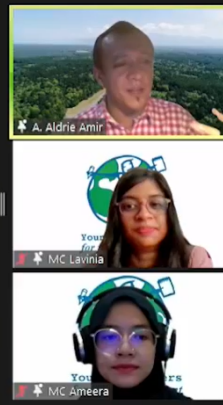
what should we keep in mind when writing captions for photos

Suhailah 1

Thank you for mentioning on Mangrove Point in Klang River just now. Thank you so much for your support on Selangor Maritime Gateway. Really much appreciated! 😊

Anonymous 1

Is there any mentorship programme available for aspiring young writers?





# Facebook Analytics

The **NYRE: Explore Green Writing Workshop** was streamed on its Facebook Page. The recorded session can be viewed at <https://fb.watch/7pAsT2KHgy/>. The stream was live for an hour and thirty minutes, from 10.00 A.M. to 11.30 A.M. (GMT+8). The live stream analytics are divided into three separate categories; **stream analysis** will discuss how the live stream performs, **audience engagement** that outlines the public reaction, and the public and **demographic profiles** that identify audience profile.

## STREAM ANALYSIS

In total, we have reached **111 people**; the following is the breakdown;

### Live Session

During the live stream, we have a total of **65 viewers** that stay until the end. This is a significant number of viewers as the stream was **a one and a half hour-long** session.

### Recorded Session

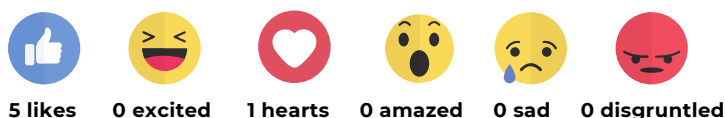
After the live stream, the post remains available for viewing on Young Reporters for Environment Malaysia Facebook Page, in which **62 people viewed the session for three seconds**, with **17 people staying for a minute**. Data as of August 15, 2021.

On average, viewers who decided to stay spend almost **3:14 minutes** extracting information from the Article Writing workshop. The growing numbers of viewers are attributed to the mass promotion by the participating students to their friends, and family.

**50.3% of the total views came from recommendations**, While **47.7% came from our existing followers**. This indicates that our followers are updated with our events as well as recommend the live session to others, and **another 2.06% came from the 4 recorded shares**.

## AUDIENCE ENGAGEMENT

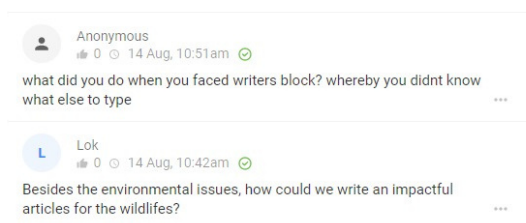
Overall, NYRE: Explore Green Writing workshop was well received. A total of **12 audience engagements** are recorded, with **6 reactions**, **2 comments** and **4 shares**. The breakdown is as follow;



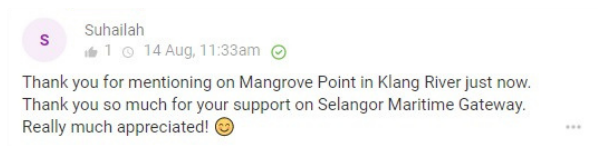
This workshop provides tips on how to write a good environmental article for the NYRE 2021 competition, touching on key points to teach the audience where they should start and why it is important to write for the environment. The primary target group for the virtual workshop was teachers, and students. Throughout the event, the audience left a comment or two to liven up the mood and show their support for the programme.

Most of the comments can be segmented into two main types of comments, **questions** and **statements of opinion**. Below are a few screenshots of the comment left by the audience.

### Question



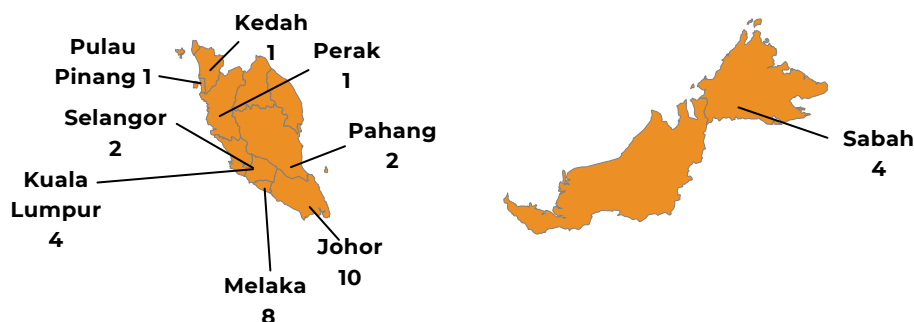
### Statement of opinion



## DEMOGRAPHIC PROFILES

NYRE is a program under YRE that includes workshops and various competitions which encourages young people to voice environmental issues as well as disseminate participants' work and share ideas. Traditionally, some teachers and students would not be able to participate in our NYRE webinar due to financial and internet connection constraints. The breakdown of the demographic profiles are as follow;

All of our audiences are from **Malaysia**, with people originated from Johor top the board; it shows that besides Melaka, Johor has also taken interest in the programme.



# List of Attendance

NO	NAMES	STATUS	ORGANISATION
1	SRI THEMUDU	Programme Director	Green Growth Asia Foundation
2	AYSHA ZAMUEL	Programme Leader	Green Growth Asia Foundation
3	SHAHEEROL IZUAN NOR MAZLAN	Programme Coordinator	Green Growth Asia Foundation
4	MARSYA DHANIA BINTI MAZRI	Representative	Green Growth Asia Foundation
5	LAVINIA GRACE SEBASTIAN	Representative	Green Growth Asia Foundation
6	NUR AMEERA ASYIQIN BINTI KHAIRUL ANUAR	Representative	Green Growth Asia Foundation
7	MUHAMMAD ALBAR BIN ABDUL GHAFAR	Representative	Green Growth Asia Foundation
8	NURUL SYAZWANI BINTI MOHAMAD SAUFI	Representative	Green Growth Asia Foundation
9	PHANG JIN HAN	Student	SMK TAMAN UNIVERSITI
10	SLOW JIA JIAN	Student	SMK TAMAN UNIVERSITI
11	NURLISA NABIHA BINTI ROSLAN	Student	MRSM TAIPING
12	PHANG YU XUE	Student	SMK TAMAN UNIVERSITI
13	NAJIBATUL MYSHA BINTI KARIM	Student	SMK AYER KEROH
14	MUHAMMAD FAZLEY BIN MOHD NOOR	Student	SMK RANAU
15	NURUL AMIRAH BINTI FAZILLAH	Student	UNIVERSITI SAINS MALAYSIA
16	CHO YEE SHUEN	Student	SM TSHUNG TSIN SABAH
17	TAN CHONG CI	Student	SMK TAMAN UNIVERSITI
18	LAU YAN KAI	Student	SMK TAMAN UNIVERSITI
19	THEODORA DAINAL	Student	SMK RANAU
20	NURFATEN UMYRA BINTI JAMDAN	Student	IUMW
21	MUHAMMAD AFIF BIN HASIM	Student	UNIVERSITI MALAYA
22	MAISARA ATIRA BINTI ZULKIFLI	Student	SMK ISKANDAR SHAH
23	ADAM FARIS BIN MAHAYUDIN	Student	UPSI
24	LIM JIA XIN	Student	UNIVERSITI PUTRA MALAYSIA
25	BELINDA KIONG SZELING	Student	SMK TAMAN UNIVERSITI
26	ONG ZHEN YU	Student	SMK TAMAN UNIVERSITI
27	NAJIBATUL MAISARAH BINTI KARIM	Student	SK TUN SYED AHMAD SHAHABUDIN
28	MUHAMMAD AIMAN BIN ISMAIL	Student	SM TAHFIZ CHENDERAH
29	ASMA' BINTI JAMAL	Student	UKM
30	HON JIA MIN	Student	SMK ISKANDAR SHAH

**ATTENDEES**
**PAGE 7**

NO	NAMES	STATUS	ORGANISATION
31	KIRTHANA PRIYA SURESH RAO	Student	SK CONVENT INFANT JESUS (1)
32	PATRICK KOH ZHEN XIAN	Student	-
33	MUHAMMAD MIRZAN BIN ISMAIL	Student	SMK ISKANDAR SHAH
34	DEBORAH JOSEPH	Student	UNITAR
35	CHENG CUI YI	Student	SMK TAMAN UNIVERSITI
36	LOW SHI ROU	Student	SMK ISKANDAR SHAH
37	JULIA AVELINE RABENJORO	Student	KINABALU INTERNATIONAL SCHOOL