



NATIONAL YOUNG REPORTERS FOR THE ENVIRONMENT 2021: ASK ME ANYTHING WEBINAR II

06 AUGUST 2021



Programme Overview

Following the first success of the NYRE: Ask Me Anything Webinar in Bahasa, **Green Growth Asia Foundation** once again successfully hosted **NYRE: Ask Me Anything Webinar Vol.2** in English on **6 August 2021**, with students from several states around Malaysia as participants. The webinar gives an introduction to the NYRE 2021 competitions, focusing on essential topics from each of the three media categories: **the competition purpose, participation conditions, and evaluation criteria**. The webinar also includes a **quiz** and a **Q&A session** to assess participants' understanding and give them the platform to ask questions about the NYRE competitions. This webinar is a polished version of its kind, and as a result, a lot of components, particularly in terms of engaging participants' involvement, have been improved. This webinar is hosted by environmental education interns. All of the recommendations and feedback have been received and will be implemented in the forthcoming workshops. The development of the next two media category workshops (Article & Videography) soon follows.

Project Name	:	NYRE 2021: Ask Me Anything Webinar (English)
Date	:	6 August 2021
Duration	:	1 hour
Location	:	Zoom
Hosts	:	Mohammad Zarith bin Zamli Lavinia Grace Sebastian
Number of Participants	:	26

TOPICS DISCUSSED

1. *Requirements to be a part of National Young Reporters of the Environment Programs.*

Young Reporters for the Environment (YRE) is an international programme run by the Foundation for Environmental Education (FEE) that gives opportunities to young people to talk about the environment. Youth between the ages of 10-24 are eligible to compete in the NYRE programme. By participating actively in the competition, young people can potentially amplify their voice on environmental concerns through media such as articles, photography and videography so the authorities can take necessary actions and put all the illegal activities to a halt.

2. Environmental Videography Competition

- Environmental Videography Competition encourages every participant to compete individually or in groups (maximum two persons). It is open to all categories of students at the age of 10-24. Each person is allowed to submit one video only, and it must be in the format of video reports and environmental campaigns videos. The work shall include participant's reflections on pollution, biodiversity loss, and climate change and should exhibit a clear connection to sustainable development goals (SDGs). The reporting video aims to serve as a mini-documentary based on news, events, history and facts while the environmental campaign video works to promote awareness through the perspective of environmental issues and call to action. A quiz session was held at the end of the explanation video to test out participants' active involvement during the webinar.

3. Photography Competition

- The photography competition is open to all categories of students between the ages of 10-24. A single photo reportage, a single photo campaign, and a photo story consisting of three to five images are among the competition categories that participants can participate. The participation is individual and is limited to one photo submission. The photos should include themes such as pollution, biodiversity loss, or climate change, and a clear link to sustainable development goals (SDGs). All the images must be saved in JPEG or PNG files and share on a minimum of three different social media platforms. The goal is to create awareness of environmental issues faced by the community in their neighbourhood in the form of photographs. A quiz session was held at the end of the explanation video to assess participants' active attention to this particular media category.

4. Article Writing Competition

- Article Writing Competition can be joined either as an individual or as a group with a maximum of two persons per se. All categories of students between the ages of 10-24 are encouraged to participate. Each participant should only submit one piece in Microsoft Word format. The article writings must include one to three images related to the topic and disseminate them on a minimum of three separate channels. The written article should incorporate pollution, loss of biodiversity, or climate change as one of the themes and shall relate with sustainable development goals (SDGs). The purpose of the Article Writing competition is to convey a story of an issue that affects your region or the globe and share it with the public on a local or global level. A quiz session was conducted at the end of the explanation video to disintegrate participants' knowledge on this particular subject.

5. Q&A sessions

- The Q & A session is open each time the explanation videos of each media category ended to allow the participants to ask questions regarding the competitions. The engagement took place on a platform called slido, which required participants to scan a QR code to gain access. The questions were showed on the screen that the hosts could view all of them at once and respond right away.

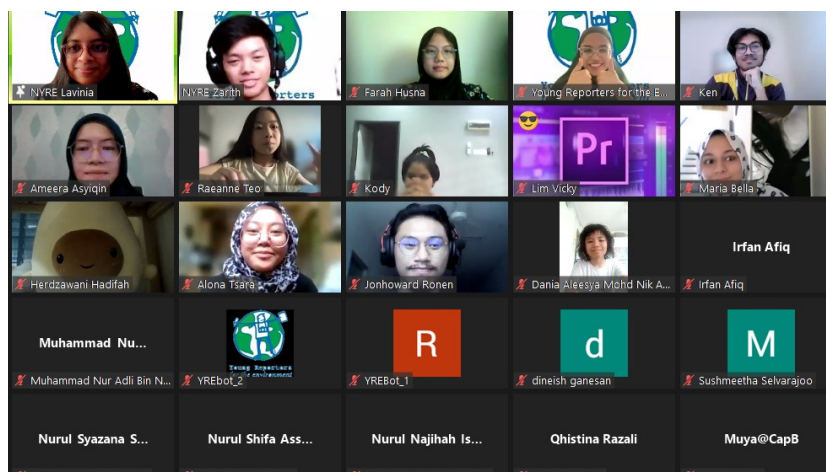
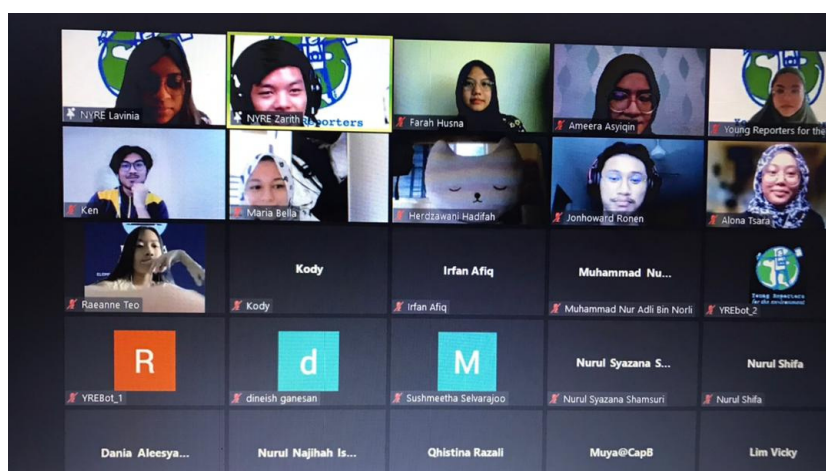
RECEPTION OF PARTICIPANTS

Overall, the program received a positive reception from the attendees, providing insights and responding when probed. It has been observed that almost all attendees are interested to join the NYRE competition to expand their knowledge of the environment and hone their skills as young reporters. 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. The next activity, **Explore Green Writing with Dr A. Aldrie Amir** and **Learn Videography with Justin Wong**, will resume on **14 August 2021**.

MEDIA REPOSITORY



Facebook Analytics

The **NYRE: Ask Me Anything Webinar (English)** was streamed successfully on its Facebook Page; Young Reporters for the Environment Malaysia. The recorded session can be viewed at <https://www.facebook.com/yremalaysia/videos/1465489350478085/>. The stream was live for an hour and twenty minutes, from 2:50 P.M. to 4:10 P.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 **59 people**; the following is the breakdown:

Live Session

During the live stream, we have a total of **25 viewers** that stay until the end. This is a significant number of viewers as the stream was **a one hour-long** session.

Recorded Session

After the live stream, the post remains available for viewing on the Young Reporters for Environment Malaysia Facebook Page, in which **34 people viewed the session**. Data as of 8 August 2021.

On average, viewers who decided to stay spend almost **6:46** extracting information from the AMA event. The growing number of viewers are attributed to the mass promotion by the participating teachers to their colleagues, friends and family.

34.8% of the total views came from recommendations. While **65.2% came from our existing followers**. This indicates that our followers are updated with our events, and **another 0.2% came from the 2 recorded shares**.

AUDIENCE ENGAGEMENT

Overall, NYRE: Ask Me Anything webinar was well received. A total of **7 audience engagements** are recorded, with **4 reactions**, **2 comments** and **1 share**. The breakdown is as follow;



4 likes



0 excited



0 hearts



0 amazed



0 sad



0 disgruntled

This webinar provides an overview of the NYRE 2021 competitions, touching on key points relating to each competition from the three media categories: the aim of each competition, the participation terms, and the evaluation criteria. The primary target group for the virtual webinar was students. Throughout the event, the audience left out 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, **reactions** and **statements of opinion**. Below are a few screenshots of the comment left by the audience.

Statement of opinion and reaction

Yes, I'm interested to join the NYRE Competition because I want to have a more knowledge about surroundings and comfortable with it.

Yes, definitely. It's good to have competitions that allow young or growing reporters hone their skills and have a platform to showcase the results!

I would love to join NYRE! I love participating in various competitions as it helps me develop new skills! Plus, I'm joining with a friend. How bad can it be?

it's really fun and very wholesome. i like it so much :)

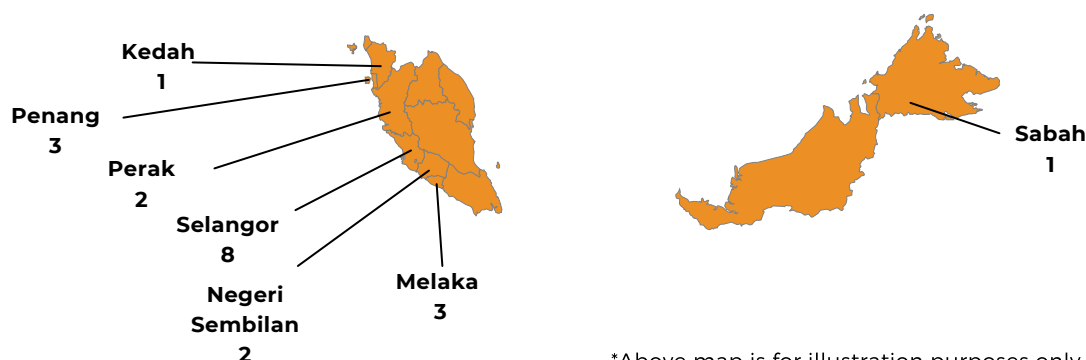
Yes, I do interested to join this competition because i have oppurtunity to speak out loud and share some friendly information with people out there. BTW, it also to let me get out from my comfort zone hehehe..Thank you for this nice workshop for today..Stay well Stay safe..byeee
- Regards Alona not aloha lol

Today's webinar is fun and the hosts are very friendly. I am interested in joining the competition because I'm sure my voice will be heard through my article or photograph or video later when I join.

DEMOGRAPHIC PROFILES

NYRE is a program under YRE that includes workshops and various competitions that encourage young people to voice environmental issues and 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;

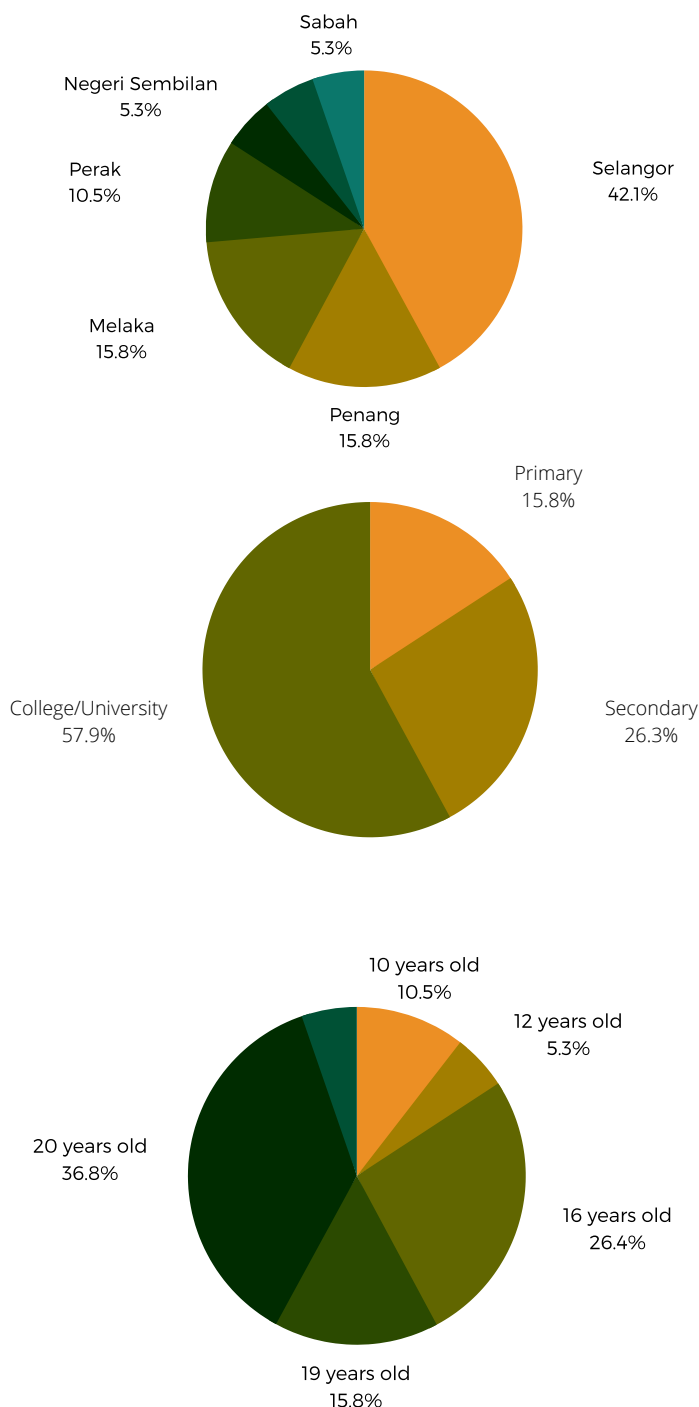
All of our audiences are from **Malaysia**, with people who originated from Selangor topping the board; with participants from Melaka and Penang coming on second place.



*Above map is for illustration purposes only.

PIE CHART

Included are the pie charts of the demographic profiles, age, occupation and types of students.



Demographic Profile - States

All of our participants are from Malaysia, with the highest percentage of our audience came from Selangor with 42.1%. Sharing second place, participants from Penang and Melaka have the same percentage of 15.8%. Meanwhile, participants from Perak occupied 10.5% of the percentage, with Negeri Sembilan, Kedah and Sabah, respectively filled the remaining 5.3% each.

Demographic Profile - Types of Students

To begin, all of the participants who attended the webinar consists of 100% students. More than half of our participants are college or university students, as they topped the chart with a high percentage of 57.9%. Students from secondary schools occupied the percentage of 26.3%. That left 15.8% percentage of the types of students who attended the webinar to the primary schools' students.

Demographic Profile - Age

Participants aged 20 years old dominated the chart with the total percentage of 36.8% attended the NYRE 2021: AMA Webinar (English). Students of Form 4 or aged 16 years old, hold the percentage of 26.4%. Meanwhile, students aged 19 years old occupied the 15.8% of the chart. Standard 4 students of primary schools filled in the percentage of 10.5% with students aged 22 years old and 12 years old, sharing the same percentage of attendance, with 5.3% respectively.