

Indonesia Berkebun - Urban Farming Act for Community Empowerment

27 cities & 4 campuses networks in overall Indonesia, Indonesiaspread on 27 cities & 4 campuses throughout Indonesia, Indonesia



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Year Founded:

2011

Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Growth

Budget:

\$1,000 - \$10,000

Website:

<http://www.indonesiaberkebun.org>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Indonesia Berkebum is an urban farming community networks spread in currently 27 cities & 4 campuses throughout the country socializing public to optimize non-productive land in urban area to be better able to provide food security and empower people via both social media and on-field real action.

About Project

Problem: What problem is this project trying to address?

The development target in most cities nowadays is clearly seen focused on the development of residential and business areas, with the incessant demand for real estate, apartments and commercial areas. This is exacerbated by the condition of forestry and agricultural land in the suburbs that has been converted to residential or industrial areas. As a result, productive farmland is decreasing and a pending food crisis is expected in the near future. Another problem is the low purchasing power of the healthy foods because of low economic level, also leads to poor quality of food consumed by middle income people in urban areas.

Solution: What is the proposed solution? Please be specific!

The concept of agriculture intensification was created. It could be said that this method is an attempt to optimize the limited land to be more productive and able to provide food security. One way is through urban agriculture, or often known as urban farming. Indonesia Berkebum, an urban farming community, has activists which spread in 31 city and/or campus networks. They have many social activities utilizing non-productive land in urban areas by planting useful crops in a way that makes it as a productive garden. Every weekend they plant, treat, and harvest various plants at the area lent by the owner to be tilled. Every network also use social media, mostly twitter, to socialize their vision and ask everyone to join with their action. In addition to socializing their vision, Indonesia Berkebum also give guidance to their members and followers so that the way of cultivating vegetable they plant, using organic gardening methods.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

The 3E concept: Ecology: to bring back soil fertility & saving the environment, Economy: create a sustainable city food supply, and Education: create public awareness how to utilize non-productive land in urban area or their own house. In these matters, Indonesia Berkebum with its 27 cities and 4 campuses network can be act as both facilitator and also adviser for anyone want to optimize their limited space in their house to be planted with vegetables or in community scale make an urban farming movement by using social media such as Twitter & Facebook. Each network has their own site borrowed from the owner to be utilized as a community garden which is used by the activists to get together to plant, treat and harvest with the people live surround it. Indonesia Berkebum also promote food self-sufficiency from the house level by applying the concept of Home Farming to the community level by applying the concept of Urban Farming. Education for using the non-productive land around the house is to be a solution for family food security, food for all. Besides socializing through social media, in some of its network, Indonesia Berkebum regularly held an education class about organic gardening via its education element, named Akademi Berkebum (Gardening Academy). The class contains of a full-day education day about organic vegetables cultivation and followed by direct practice on the field to plant & harvest vegetables. The alumni of every class will become an agent in their respective areas and is proven very effective to spread about gardening with the correct method.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

The spirit of gardening in urban areas which started from the community in Jakarta, eventually already multiplied to several places in Indonesia which mostly through social media like Twitter & Facebook. Within a period of less than 3 years, Indonesia Berkebum activities have been spread across 27 cities and 4 campuses throughout the country. Indonesia Berkebum's twitter account: @IDberkebum already has more than 43,000 followers and each city/campus networks also has account which their follower number range from 500 to 7000 currently. Each network also has its own gardening event which always crowded and rousing. Thank also to the conventional media (local, national & international) who always covering and exposing the story or events so that nowadays "berkebum" literally means "gardening" become a new lifestyle for urban dwellers who try to start gardening in their own home.

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

Indonesia Berkebum hopes that urban farming activities can transmit the spirit to citizens especially for the next generation to become more resilient and self-contained towards food crisis. These activities need some sustainable financial plan to face the possibility of becoming bigger in the future. There is some idea to establish a foundation to get funds or professional company to sell some harvesting products for running the community.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Urban agriculture is not a new activity for Indonesian. However, not many of the municipalities in this country have an urban farming program. Indonesia Berkebum was initiated with bottom-up method. It does not depend on the government or private even though it always opens for positive collaboration from any parties. This community has already collaborated with other positive communities have similar interest concerning the environment such as GreenerationID, Indonesia Organic Community and also Akademi Berbagi which result Akademi Berkebum, a free education class of Indonesia Berkebum. The proliferation of urban farming through social media is very effective for targeting all levels of society who use internet to engage in spreading information about the use of non-productive land for gardening.

Team

Founding Story

Indonesia Berkebum program is started from the small community in Jakarta named JktBerkebum who held an event called First Planting on

February 20, 2011 located on the area owned by some developer. It was attended by over 150 people from various backgrounds and professions. The impact was being exposed by many successive media covering the community activists to find out more about the vision of this action. Followed by next event called First Harvesting on April 10, 2011 in the same location, the spirit of farming in Jakarta eventually inspired people from other cities which also followed and made similar kind of activities. With their own way, each community of Indonesia Berkebun does the activity that carries the same vision.

About You

Organization:

Indonesia Berkebun

About You

First Name

Sigit

Last Name

Kusumawijaya

Twitter URL

<http://www.twitter.com/idberkebun>

Facebook URL

<http://www.facebook.com/idberkebun>

About Your Organization

Organization Name

Indonesia Berkebun

Organization Country

, spread on 27 cities & 4 campuses throughout Indonesia

Country where this project is creating social impact

, 27 cities & 4 campuses networks in overall Indonesia

Has the organization received awards or honors? Please tell us about them

1. Finalist on Klik Hati Awards 2011: inspiring community do a positive movement
2. Google Asia Pacific Awards 2011: category web heroes
3. Urban Leadership Award 2012 from University of Pennsylvania, USA for the initiator, Ridwan Kamil

Nutrients For All

Where do you ensure the availability of nutrients?

Healthy environments., Nutrient-rich farming, Full nourishment foods.

If you had greater capacity, which additional sectors would you like your solution to target - either through expansion, partnership, or thought exchange?

Healthy environments, Nutrient-rich farming, Full nourishment foods, Human wellness and vitality.

How specifically would this added capacity help you improve the quality, efficiency, or sustainability of your existing product or service?

There are two factors for improving the quality, efficiency and sustainability of our community movement: internal & external. Internally, we want to strengthen our system, management, and knowledge by participate on some training, seminar and some knowledge exchange about urban farming, landscape design, agriculture, business, etc. with other institutions have similar vision. Externally, we want to make more good connection, relation with and also getting support such as donation, fund or other policies from other institution such as government, private sector, media and public as well.

Source URL: <https://www.changemakers.com/nutrientsforall/competition/entries/indonesia-berkebun-urban-farming-act-community-empowerm>