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Report

Documentation of planetGOLD Programme: Communication Interventions in Indonesia

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Abbreviations/Acronyms

Abbreviation/Acronym	Definition
ASGM	Artisanal and Small-scale Gold Mining
GoI	The Government of Indonesia
MEF	The Ministry of Environment and Forestry
NGO	Non-government organization
NRIA	The National Research and Innovation Agency
UNDP	United Nations Development Programme
X	Formerly known as Twitter

Executive Summary

The planetGOLD Indonesia communication objective was to raise awareness among the project stakeholders and beneficiaries on the dangers of mercury to human health and the environment and to share knowledge on the project results, experiences, lessons learned, and best practices. To achieve this objective, planetGOLD Indonesia promoted four interventions:

- Producing various awareness-raising and campaign materials.
- Implementing physical awareness-raising and campaign activities.
- Implementing online webinars, training and capacity-building activities.
- Conducting promotional activities.

The project has engaged with 20,308 people in which 47% were women through different communication and awareness-raising activities. Gender mainstreaming was considered in all awareness-raising and campaign materials and the project ensured balanced gender participation in the training and capacity-building activities. Storytelling events and competitions were designed specifically for children to transform Artisanal and Small-scale Gold Mining (ASGM) communities.

Some broader lessons can be gleaned from the implementation of planetGOLD Indonesia's communication interventions, and these include:

- Through awareness-raising and campaign activities, ASGM miners became aware of the impacts of mercury on health and the environment.
- Door-to-door mercury awareness-raising and campaign methods, by directly visiting the mining camps and miner houses, have been effective.
- Involving children, especially miner's children as an audience in the campaign is important. This is because they are the next generation to continue ASGM activities and it is hoped that they all are aware of the negative impacts of mercury and will promote mercury-free gold processing.
- Social media and online platforms like online webinars were important as campaign media to reach out to a wider audience. These methods were helpful, particularly during COVID-19.

The planetGOLD Indonesia project handed all communication products and publications to the Hazardous Substances Management Directorate of MEF for further maintenance and distribution to the relevant stakeholders. Also, the project publications are now available on [the planetGOLD website](#) with free access to the public. For future similar projects, the above lessons need to be considered with the inclusion of gender responsive approach. Finally, awareness-raising and campaign programs on mercury reduction and elimination needs to be accompanied with tangible actions and solutions for ASGM miners such as access to market, mercury-free technology and formalization efforts. The future similar projects can also reach broader coverage across different ASGM sites in Indonesia.

1 Background on Communication Interventions

Background and Context

The planetGOLD project in Indonesia (known locally as ‘Global Opportunities for Long-term Development – Integrated Sound Management of Mercury in Indonesia’s Artisanal and Small-scale Gold Mining (ASGM) or GOLD-ISMIA) was implemented as a partnership program between the Government of Indonesia (GoI) and the United Nations Development Programme (UNDP) from 2018 until 2023. The Government of Indonesia selected six priority project sites for the implementation of the planetGOLD Indonesia project’s activities including Hargorejo village, Kulonprogo District (Yogyakarta Province), Logas village, Kuantan Singingi Regency (Riau Province), Buwun Mas village, West Lombok Regency (West Nusa Tenggara Province); Hulawa village, North Gorontalo Regency (Gorontalo Province); Tatelu village, North Minahasa Regency (North Sulawesi Province), and Anggai village, South Halmahera Regency (North Maluku Province). The main government partner institution for the planetGOLD Indonesia project was the Ministry of Environment and Forestry (MEF). Specific to the communication component, the project worked closely with MEF, the National Research and Innovation Agency (NRIA¹), and UNDP.

The planetGOLD Indonesia communication objective was to *raise awareness among the project stakeholders and beneficiaries on the dangers of mercury to human health and the environment and to share knowledge on the project results, experiences, lessons learned, and best practices*. In translating this objective into communication interventions, the project conducted a situational analysis covering four topics:

- Understanding the existing conditions of Artisanal and Small-scale Gold Mining (ASGM) and reviewing existing campaigns or educational programs
- Identifying target audiences
- Defining key messages and developing tools to deliver messages based on the needs of each target audience
- Implementing the communication interventions using effective methods suitable for each target audience

The situational analysis found that mercury was widely used across the six project locations.

¹ NRIA or *Badan Riset dan Inovasi Nasional* (BRIN) is formerly known as *Badan Pengkajian dan Penerapan Teknologi* (BPPT) or the Assessment and Application of Technology Research Organization. BPPT was transformed into the National Research and Innovation Agency or *Badan Riset Inovasi Nasional* (BRIN) with other six research institutions in Indonesia in 2021.

Most of ASGM miners, except those in the Tatelu Village, North Sulawesi Province, had not been educated about the dangers of mercury in the ASGM. In some areas of the project locations, ASGM miners have used mercury for generations and they were unaware about regulations about the use of mercury. The situational analysis highlighted four key findings that influenced the design of the communication interventions:

- It would be less effective to focus the message on the impacts of mercury on human health. The effects of mercury are not immediate, taking longer time for the symptoms to appear.
- Information on mercury law enforcement is insufficient.
- There has been a lack of information on mercury-free alternative technologies.
- ASGM miners highly rely on mercury due to ease of use and fast gold recovery.

Subsequently, planetGOLD Indonesia focused the campaign and awareness-raising programs on four themes:

- Economic benefits that can be generated through the application of mercury-free alternative technologies.
- Relevant regulations and policies on mercury and their associated law enforcement.
- Availability of mercury-free alternative technologies.
- Testimonials from ASGM miners themselves, for example, about their experiences in shifting to mercury-free gold processing methods, healthy life free from mercury, gender perspectives in ASGM, and mercury impacts.

The target audiences for the planetGOLD Indonesia communication interventions were divided into primary and secondary audiences. The primary audiences included ASGM owners, gold processing operators, and all men and women miners. Secondary audiences included miners' immediate families (wives and children), ASGM communities and villagers, local health centers, national and subnational governments, local civil society groups or non-government organizations (NGO), universities, the public, and media. Specific to ASGM miners, social media platforms like WhatsApp and Facebook were preferred.

Overall, the project reached 20,300 people for awareness raising and campaigns. This number is higher than the stated target of 20,000 people. Among those who were involved, 47% were women.

Communication Interventions Chosen

Four categories of interventions capture various activities within the communication component as discussed in Section 1.1. These include:

- Intervention 1: Producing various awareness-raising and campaign materials.

- Intervention 2: Implementing physical awareness-raising and campaign activities.
- Intervention 3: Implementing online webinars, training and capacity-building activities.
- Intervention 4: Conducting promotional activities

2 Intervention One: Producing various awareness-raising and campaign materials

Description of the Intervention

The project produced various awareness-raising and campaign materials such as posters, brochures, wall calendars, stickers, infographics, and comic books on the danger of mercury and its impact on human health and the environment. These materials were used to support awareness-raising and campaign activities (see Communication Interventions 2, 3, and 4) and distributed through online and offline media platforms.

The content, layout, and design of each type of awareness-raising and campaign material were specifically designed so that the message could be understood by a specific target audience. Table 1 provides different printed materials, specific key messages, and target audiences.

Partners and Key Stakeholders

Key stakeholders for specific materials are provided in Table 1. In developing these materials, the planetGOLD Indonesia communication officer worked collaboratively with the Communication Working Group led by MEF, BPPT, and UNDP.

Main Outcomes, Outputs and Impacts

Various types of awareness-raising and campaign materials were produced as provided in Table 1. Each type of printed material has specific messages to suit specific target audiences at the local level of ASGM communities and mining sites (See Figures 1 to 5). For example, the wall calendars were designed to be used by ASGM miners, their families, and other key stakeholders at the village level. The wall calendars were designed to align with the information about the planetGOLD Indonesia activities and were provided with stickers. The stickers allowed ASGM miners and others to remember key significant dates of certain

activities as well as to monitor their diets, e.g., reminding them not to use fish with high mercury content every day.

When planetGOLD Indonesia started its activities at the mining sites, they found that there was lack of understanding of the dangers of mercury to human health. Most ASGM miners were not aware of the impacts on their bodies, as well as on immediate families living with them. The planetGOLD Indonesia country manager suggested that educational and awareness-raising materials helped to communicate the dangers of mercury to ASGM miners, their families, and other segments of ASGM communities.

Table 1. List of different types of printed materials.

Types	Key messages	Targeted audiences
Posters and brochures (Figure 1)	<ul style="list-style-type: none"> - Reasons why you need to shift from mercury - Economic benefits from non-mercury technology - Non-mercury system will protect your family and environment - Testimonials from other miners and alternative technologies 	ASGM owners Gold processing operators Men and women miners
Wall calendars with infographics (Figure 2)	Infographics are included in the calendars to inform about the planetGOLD Indonesia activities. As part of this, interactive stickers are provided as reminders and personal data records for miners.	Men and women miners Miners' families Local communities
Stickers (Figure 3)	Stickers provide slogans such as goals, mottos, encouragements, and many others. The designs need to be attractive for 'eye-catching'.	Men and women miners Miners' families Local communities
Infographics (Figure 4)	Infographics are designed to introduce specific topics, for example, alternative technologies for gold processing i.e., cyanide system; Occupational Health and Safety in ASGM; and improving living environment in mining sites.	Men and women miners Miners' families Local communities
Comic Books (Figure 5)	Comic books are created with specific characters to inform and educate children and youths about the dangers of mercury, and how to promote a mercury-free living environment. Some examples are: <ul style="list-style-type: none"> - Mercury in artisanal gold mining - Mercury the toxic to health and nature - My village is wonderful and free from mercury 	Children and youth groups of ASGM families and communities. These include children and youth in kindergarten, primary, secondary, and high schools).



Figure 1. Examples of posters and brochures

Petunjuk Penggunaan Stiker

Pasanglah stiker pada tanggal di kalender, ketika Anda mengonsumsi makanan berikut:

- Batu Besar: Batu yang berukuran lebih besar dari telapak tangan orang dewasa. Dianjurkan makan batu besar lebih dari 1x per bulan.
- Batu Kecil: Batu yang berukuran lebih kecil dari telapak tangan orang dewasa. Makanlah batu yang kadar merkurinya rendah.

Pasanglah stiker pada tanggal di kalender, ketika Anda melakukan kegiatan berikut:

- Pengisian Aplikasi Pembayaran
- Pembelian
- Pondokan Anggota Program
- Kegiatan Keperan

HALAMAN STIKER

Figure 2. Wall calendar and interactive stickers.

#merkuribikinrugi

#merkuribikinrugi



Figure 3. Stickers containing goals, mottoes, slogans, and encouraging messages not to use mercury.



Figure 4. Examples of Infographics



Figure 5. Comic Books.

3 Intervention Two: Implementing awareness-raising and campaign activities at the mining sites

Description of the Intervention

The awareness-raising and campaign activities were conducted at the mining sites targeting men and women miners and their families through face-to-face visiting miner houses and mining camps. Specific activities of awareness-raising and campaigns on mercury were designed for children and their schools through a storytelling workshop for teachers and storytelling competitions for students.

Partners and Key Stakeholders

The door-to-door campaigns targeted ASGM miners, ASGM owners, community leaders, and their families (wives, husbands, and children). Specific awareness-raising and campaigns were also designed for children and youth groups of ASGM families and communities. The program also targeted children and youth in kindergarten, primary, secondary, and high schools. Subsequently, some programs were designed for teachers too.

Main Outcomes, Outputs and Impacts

The planetGOLD Indonesia team engaged with 4,442 people from ASGM communities at the six project locations for door-to-door mercury awareness-raising and campaign activities (Figure 6). The communication team used and distributed posters, brochures, stickers, calendars, and infographics at the ASGM miners' houses and camps.



Figure 6. Door-to-door campaigns.

The planetGOLD Indonesia communication team found that storytelling is an effective media campaign for children (5 to 10 years). In conducting storytelling events throughout the course of the project intervention, planetGOLD Indonesia partnered with Awam Prakoso, a well-known professional storyteller and TV presenter in Indonesia.

Children are part of the planetGOLD Indonesia communication target audience because ASGM activities are part of family tradition with the possibility of children being involved in ASGM either now or when they grow up. Involving children in awareness-raising campaigns was also intended to bridge the informational gaps in which they can be agents of change, influencing their parents not to use mercury anymore in doing ASGM. In engaging with children, the planetGOLD Indonesia team and partners (progressional storytellers) used children's stories, comic books (Table 1), storytelling, music, and [videos](#). In addition, the planetGOLD Indonesia communication team promoted [a storytelling competition for children](#) in the six project locations with the topic of gold mining village and impact of mercury. In total, 2,825 students participated in the children's awareness-raising campaigns (Figure 7).

To ensure the sustainability of children's awareness-raising campaigns, the planetGOLD Indonesia communication team and partners conducted [storytelling workshops](#) for teachers at different levels of kindergarten, preschool, and primary schools. Children's stories, comic books, and storytelling methods were used in this activity. In total, 258 teachers across the six project locations participated in the workshops.



Figure 7. Children's storytelling shows and competitions.

4 Intervention Three: Conducting online webinars, training and capacity-building activities

Description of the Intervention

Knowledge sharing on the project results, experiences, lessons learned, and best practices are part of the purpose of the communication interventions. The planetGOLD Indonesia project conducted online webinars, training, and capacity-building activities as part of its knowledge-sharing activities. These activities were designed and conducted together with other project components such as formalization, access to formal finance, and mercury-free gold processing technologies.

Partners and Key Stakeholders

Online webinars, capacity building, and training were conducted with the target audiences of ASGM communities, government institutions, universities, NGOs, financial institutions, jewelry businesses, media, and the public. For the online webinars, planetGOLD Indonesia invited national and international speakers of the ASGM specialists.

Main Outcomes, Outputs and Impacts

The planetGOLD Indonesia conducted 12 online webinars with a total of 5,009 people participating in these webinars. The campaign media used were narrative presentations, posters, and videos. Among others, these webinars covering topics such as:

- Exploring opportunities in gold certification
- Women's participation in empowering the ASGM communities
- Responsible gold mining processing
- Unlocking the link between responsible ASGM and ethical jewelry

Capacity-building programs were conducted for government officials, university lecturers and researchers, NGO workers, and financial institutions for good ASGM practices including occupational health and safety, gender issues, formalization requirements and associated laws and policies, financial management, Cooperatives, and many others.

Specific to ASGM miners, planetGOLD Indonesia conducted cross-site visits and knowledge exchanges between ASGM miners, owners, and gold processing operators across the six project locations. Participants visited a particular site and learned about the free-mercury technologies and shared knowledge on Cooperative management, finance, and market issues and opportunities (Figure 8).



Figure 8. Miners cross-visit and knowledge exchange activities

5 Intervention Four: Promotional activities

Description of the Intervention

Promotional activities were designed to reach a wider audience by communicating and sharing messages about the impacts of mercury on human health and the environment. The promotional activities were also designed to inform the public about the planetGOLD Indonesia project, its milestones, and its products. These include:

- Sharing videos via YouTube, Facebook and Instagram
- Displaying videos on Videotron
- Sharing products on the project website
- Producing merchandises

Partners and Key Stakeholders

The promotional activities targeted a wider audience of the public at the national, provincial, regency, and local levels. It is expected that the information could have reached other ASGM miners who do not receive assistance from planetGOLD Indonesia. Merchandise was also produced as part of promotional activities to attract the attention of the key stakeholders responsible for governing the ASGM sector such as governments, NGOs, and universities.

In developing these materials, the planetGOLD Indonesia communication officer worked collaboratively with the Communication Working Group led by MEF, NRIA, and UNDP. In some cities, digital billboards were displayed as part of the collaboration with the sub-national governments.

Main Outcomes, Outputs and Impacts

The planetGOLD Indonesia project conducted promotional activities by sharing videos through its social media platforms ([YouTube](#), [Instagram](#), Facebook and [X or formerly Twitter](#)). One of the videos produced by planetGOLD Indonesia has been watched by more than 360,000 viewers on Instagram and [reached 9,400 viewers on YouTube](#) (Figure 9). Also, in coordination with the provincial and regency governments, planetGOLD Indonesia posted videos and messages on a digital billboard located on the main street of the Lombok city, West Nusa Tenggara Province and North Minahasa regency, North Sulawesi Provinces without being charged (Figure 10).

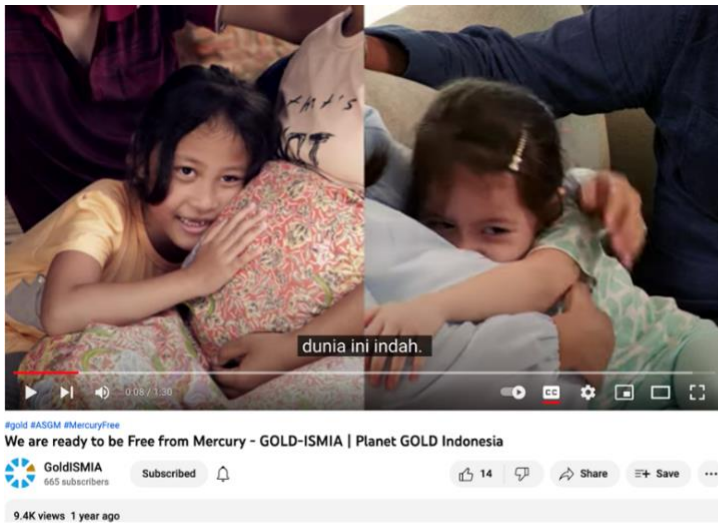


Figure 9. An example of the media promotion



Figure 10. Mercury-free campaign video on Videotron (the left picture in North Minahasa and the right picture in Lombok).

The planetGOLD Indonesia communication team regularly updated the social media content targeting ASGM miners, governments, NGOs, media, and the public. Social media content includes project milestones, advertising events, sharing stories from the field, information about ASGM Cooperatives, gender in ASGM, information about gold, and many others (Figure 11). The project developed [a web platform in Indonesia for local outreach](#) and hosted all products on [the planetGOLD global website](#).

The merchandises (e.g., clocks, umbrellas, bags, tumblers, and t-shirts) were produced and distributed to the representatives of key organizations like governments, NGOs, and Universities as souvenirs when visited these institutions to present the planetGOLD Indonesia project information and ask for their commitment to support ASGM miners via the planetGOLD Indonesia activities. The merchandise was also distributed as part of training and capacity-building materials (Figure 12).

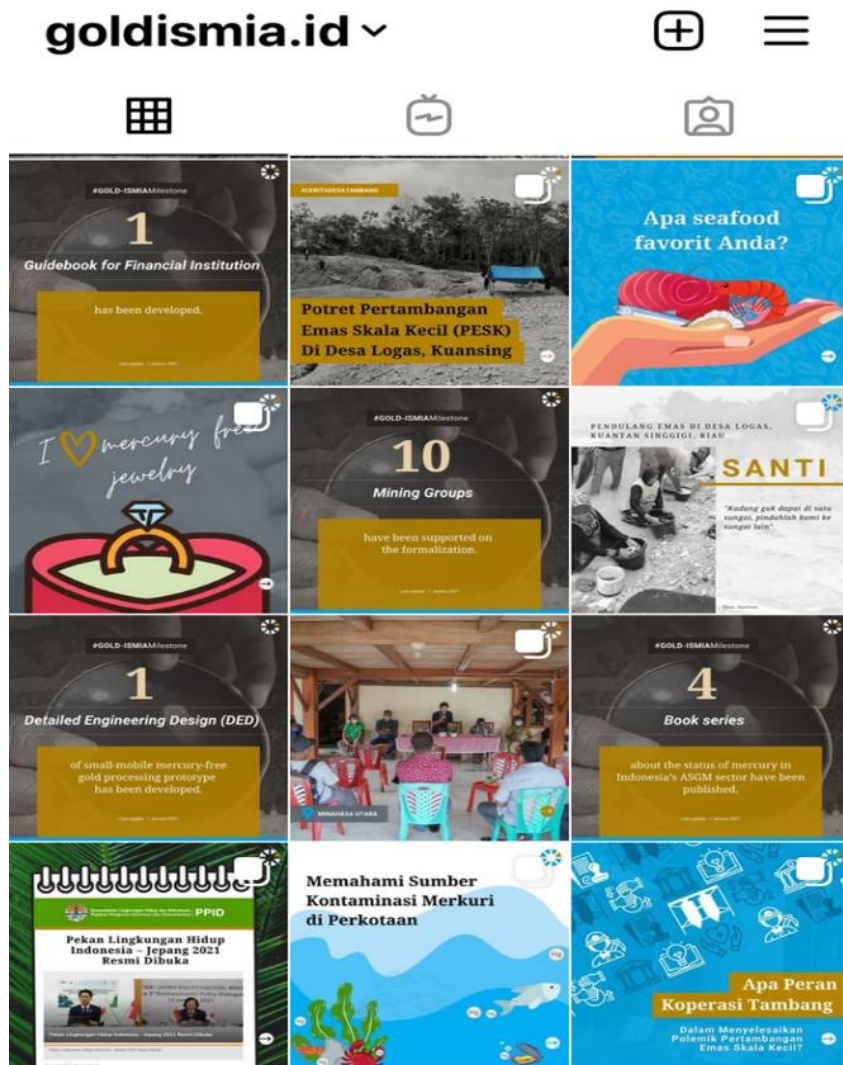


Figure 11. planetGOLD Indonesia Instagram and content exemplars



Figure 12. Merchandise

6 Sustainability

planetGOLD Indonesia handed the communication products and publications to the Hazardous Substances Management Directorate of MEF for further maintenance and distribution to the relevant stakeholders. These resources serve as valuable references, promoting effective communication and cooperation between government agencies and ASGM Cooperatives. Additionally, sharing these materials can facilitate the replication of successful approaches and practices in other regions, fostering sustainable development in the artisanal and small-scale gold mining sector. Furthermore, all publications have been uploaded to [the planetGOLD global website](#) with free access to the public.

7 Cross-cutting Issues

Gender

planetGOLD Indonesia mainstreamed gender in all project components including communication. Gender mainstreaming is a new topic in the ASGM sector in Indonesia including for the planetGOLD Indonesia staff and partners. Therefore, gender training was delivered to the planetGOLD Indonesia staff and government partners so that they could communicate, plan, and implement gender-sensitive plans and programs.

planetGOLD Indonesia developed training modules and awareness-raising and campaign materials with the consideration of gender aspects. A specific module on gender mainstreaming was developed. Also, a policy brief was submitted to the Ministry of Women Empowerment and Children for the issues of gender and ASGM. Some identified issues are:

- A lack of awareness and leadership on gender equality of local staff and mining communities lead to the resistance to incorporating gender issues into the ASGM business process and technology.
- Cultural barriers and a double-burden role limiting women miners' participation and leadership in activities and organizations.

All materials have also been handed over to MEF to continue efforts in promoting gender mainstreaming in the ASGM sector. The termination evaluation report suggests that MEF needs to continue promoting women's active participation in the ASGM sector by working collaboratively with other related ministries. This can be achieved by implementing the circulated gender guidelines developed by planetGOLD Indonesia.

Other Vulnerable Groups

Children and youth have received special attention in communication interventions. Storytelling shows and competitions have been effective in raising children and youths' awareness of the impact of mercury on human bodies and the environment. planetGOLD Indonesia also engaged with teachers and students in awareness-raising and campaign programs.

Local Communities

Awareness-raising and campaign programs targeted local communities, not only ASGM miners, owners, and gold processing operators, but also their families (wives, husbands, and children). planetGOLD Indonesia also worked with community leaders within the ASGM communities and villagers in their awareness-raising and campaign activities.

Environmental Issues (Beyond Mercury) and Climate Change Issues

Human health, and clean and sustainable living environments have been part of the messages and content of the awareness-raising and campaign materials.

8 Findings, Experiences and Lessons Learned

Highlights of Communication Interventions

Overall, the key highlights of the communication interventions are:

- planetGOLD Indonesia has engaged 20,308 people through different activities of communication interventions with 47% being women.
- The project publications are available on the planetGOLD website and are available and free access to the public.
- The communication interventions have given specific attention to gender mainstreaming in all awareness-raising and campaign materials and ensured balanced gender participation in the training and capacity-building activities.

As a result of communication, and awareness-raising activities, the planetGOLD Indonesia team observed behavioral changes among the ASGM miners and communities at the village and campsites. Some ASGM miners have shifted and adopted mercury-free technologies, for example, through [the testimonial from one of the women ASGM miners in the Logas Village](#). The women panners in Logas Village have also advocated for mercury-free gold processing due to the impact of mercury on human health and the environment.

In the case when ASGM miners still use mercury in their gold processing, the planetGOLD Indonesia team also observed the behavior change of ASGM miners like preventing mercury from being discharged directly into the river. The behavioral change in gold processing was noticed within women miners as the planetGOLD Indonesia communication officer suggested that:

“Miners, especially women miners, no longer burned the gold bullion at home which is very dangerous for our family’s health. Then we burn the gold bullion in the gold shops located in the market.”

Furthermore, ASGM miners and other villagers in the project locations became aware of the mercury route in the environment and biota. One of the women miners suggested, “I avoid fishing in the mercury-polluted river.”

Broader Lessons Learned and Success Factors

Some broader lessons can be learned through the implementation of the planetGOLD Indonesia's communication interventions, and these include:

- Through awareness-raising and campaign activities, ASGM miners became aware of the impacts of mercury on health and the environment. However, they were more interested or concerned about the effect of cyanide and required more training. This tells us that ASGM miners are more concerned about what they can do now, as the ASGM is part of their livelihoods. Therefore, any awareness-raising and campaign programs about mercury need to be combined with technologies that can effectively recover gold better than mercury.
- Door-to-door mercury awareness-raising and campaign methods, by directly visiting the mining camps and miner houses have been effective. planetGOLD Indonesia worked collaboratively with the local university to conduct these activities.
- Involving children, especially miner's children as an audience in the campaign is important. This is because they are the next generation to continue ASGM activities and it is hoped that they all are aware of the negative impacts of mercury and will promote mercury-free gold processing.
- Social media and online platforms like online webinars were important as campaign media to reach out to a wider audience. These methods were helpful, particularly during COVID-19.

Recommendations for Future Interventions

There are several recommendations for future interventions:

- Gender mainstreaming has a significant role in reducing the gender gap and promoting the mercury-free ASGM sector in Indonesia. This approach needs to be continuously promoted through training, campaign material development, and empowerment programs. Future programs can include:
 - Raising awareness of women's equal access to technology, finance, and knowledge of good ASGM practices
 - Gender responsive approaches. Such approaches have been an important element in advancing the achievement of the planetGOLD Indonesia project goals to reduce/eliminate mercury releases and can be adopted for future similar projects.
 - Specific women miners' empowerment programs with women miners' Cooperatives
- Awareness-raising and campaign programs need to align with tangible actions on

other components of ASGM operations such as access to the market, mercury-free technology, and particularly formalization efforts. Once ASGM miners and communities are aware of the impacts of mercury, other support needs with tangible solutions need to accompany these.

- The broader lessons and success factors discussed in Section 8.2 need to be considered in future ASGM awareness-raising and campaign interventions. The awareness-raising and campaign programs need to be expanded reaching broader coverage across different ASGM sites in Indonesia.

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