

Awareness raised of 2,000 people on the dangers of mercury and ways to reduce its use in Artisanal Small-Scale Gold Mining (ASGM)

The annual target of component 4 in 2019 is to raise the awareness of 2,000 people about the dangers of mercury and ways to reduce mercury in ASGM.

WHO IS THE TARGET AUDIENCE?

A. Primary Audience

Primary audience is the main target to implement non-mercury alternative technology in ASGM. The list of primary audience as follow:

1. Operator at processing plant
2. Operator at smelting process
3. Gold investor

B. Secondary Audience

Secondary audiences are groups or individuals who can influence the primary target audiences to stop the use of mercury and switch to non-mercury technology. The secondary audiences are follows:

1. Local government
2. Community leader
3. Community living in ASGM area
4. Law enforcement personnel
5. Local NGOs
6. Local media

C. Tertiary Audience

The third audiences are youth group and diffable group.

WHAT IS THE STRATEGY?

1. Conduct district inception workshops
Project has conducted six district inception workshops that were attended by 650 participants. Fifty percent of total participants were the miners and the rest is from local governments. The inception workshop aims to

inform the local stakeholders about the project, their roles in the project, and to allow discussion of important technical issues; and to inform the community about the impact of mercury on human health and environment.

2. Conduct the raising awareness activities in six project locations

There are two type of raising awareness activities depend on the audience categories. The first type is two-ways interaction and the second type are one-way interaction. Two-ways interaction such as formal and informal discussion/meeting. The informal community meeting can be held for the primary audience including mining and investor. The formal meeting is targeting for government and NGOs. During the meeting, the facilitator will deliver the messages directly to the audiences and also distribute some campaign medias such as poster and leaflet.

Two-ways interaction	One-way
<ul style="list-style-type: none"> • Discussion • Meeting • FGDs • Interview • Social media 	<ul style="list-style-type: none"> • Poster • Banner • Leaflet • Video • Radio

Theme message:

“Free mercury technology is more profitable and environmental friendly”

Key messages:

“In the future, the mercury is prohibited by law and not available in the market”

There is variance of mercury free technologies with higher economic benefit”

“Mercury is toxic, persistent and bio-accumulated in living organism and environment”

4. Conduct GOLD-ISMIA Goes to Campus Event to six local universities in project sites.

Project is targeting 1000 youths gained the knowledge on the dangerous of mercury to human health and environment.

5. Participate on SDG talks

Around 90 participants involved on the SDG talks with topic “Our Golden Future: Responsible Gold Mining.”

The participants were informed about the gold supply chain, how to be a responsible gold buyer, the use of mercury on gold production process and the impact of mercury to human health and environment.

6. Participate on the Environment Day

Public awareness on mercury could be increase by delivered the campaign media on the environment day event that will be held on July 2020. Mostly 3000 people participate on this event every year.

3. Produce the campaign media and guideline

Awareness Raising Media

1. PRINT MEDIA
Some miners live in limited electricity and internet, print media will be effective

2. VIDEO
A series of one minute video

3. Social Media
Sharing information via Whatsap, Facebook and Instagram

4. Website
Media campaign, lesson learn, news/event, report will be available in project website

HOW TO EVALUATE THE RAISING AWARENESS ACTIVITIES?

Some indicators have been set to evaluate the program as follows:

- a) Does the participant understand about the dangerous of mercury?
- b) Does the miner want to change the technology into non-mercury technology?
- c) Does the miner interest with the non-mercury technology?
- d) What message is remembered by the participants?

Extracting this information can be done by surveying, and can be followed by in-depth interviews if needed. END.

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Project is on progress on development of campaign media and guideline on how to use the media. Project will collaborate with local universities, local radio, local media and television to support the distribution of campaign media to expand the number of beneficiaries.