

PRESS RELEASE



58 High School Students Appointed as “Sampassador” Sustainability Ambassadors



Goethe-Institut

Jl. Sam Ratulangi 9-15
Jakarta 10350

Narahubung

Ryan Rinaldy
Public Relations Manager
Goethe-Institut Jakarta
Ryan.Rinaldy@goethe.de
M / WA +62 811 1911 1988
www.goethe.de/indonesia

YOGYAKARTA – On Thursday, 1 August 2024, 58 high school students were appointed as sustainability ambassadors, known as Sampassador in Yogyakarta. These students have committed to applying their knowledge of the circular economy and addressing consumptive behaviour related to the plastic industry, both at their school and in the surrounding environment.

The students were inaugurated as Sampassador by the Ambassador of the Federal Republic of Germany to Indonesia Ina Lepel and the Director of Goethe-Institut Indonesien Constanze Michel at Gardu Action Pantai Parang Kusumo DIY. The inauguration of the sustainability ambassadors was carried out symbolically, with Ina Lepel pinning the Sampassador badge onto each student and Constanze Michel draping them with a shawl.

Prior to their appointment, all 58 students attended a four-day youth camp (*Schülercamp*) from 29 July to 1 August 2024 in Yogyakarta. The youth camp was organised by Goethe-Institut Indonesien as part of the project “Schools: Partners for the Future” (PASCH) in collaboration with Monumen Antroposen Yogyakarta, Save the Children, and Veritas Edukasi Lingkungan.

The participants were high school students from 29 PASCH schools in Jakarta, Bogor, South Tangerang, Bandung, Tasikmalaya, Magelang, Yogyakarta, Surabaya, Malang, Denpasar, Mataram, Maumere, Samarinda, Manado, Ambon, Sorong, Central Tapanuli, Aceh Besar, and Banda Aceh.

Ina Lepel stated, “The PASCH network of schools is all about forming long-lasting partnerships for the future. The Sampassador initiative is a demonstration of how these partnerships can make a difference, help address global challenges and improve people’s lives. We will only solve the global waste crisis together. I was pleased to meet with 58 young dedicated students from across Indonesia who are leading the fight for a more sustainable future in their own communities.”

Constanze Michel added, “The elusive threat of climate change is now easier to see and feel. With this youth camp, we want to inspire young people to become agents of change in addressing Indonesia’s environmental challenges, particularly in their immediate neighbourhoods. This initiative is an important step in shaping a sustainable future.”

During the youth camp, the participants had the opportunity to engage with two speakers, Benedict Wermter (*bulesampah*) and Franziska Fennert (Curator

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of Monumen Antroposen). They discussed how the circular economy can reduce waste and use resources more efficiently. The students also learned how everyday consumptive behaviour impacts the environment and about preventive measures that can be taken to minimise environmental damage.

At the closing ceremony on Thursday night, the Sampassadors expressed their commitment, which was contained in ten points:

1. I will reduce my plastic consumption
2. I want to throw my waste in a trash bin
3. I will separate the waste
4. I want to save energy
5. I want to save water
6. I will always bring my lunchbox and drink bottle to school
7. Before buying groceries, I will write a shopping list
8. I will keep my surroundings clean
9. I do not want to buy clothes often
10. I want to inform others on how to protect the environment

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For press inquiries:

Ryan Rinaldy
Public Relations Manager
Goethe-Institut Jakarta
Ryan.Rinaldy@goethe.de
WA +62 811 1911 1988

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