

Pasar Sejahtera

Sehat Hijau Bersih Terawat
TRADITIONAL MARKET REVITALIZATION SUPPORT PROGRAMME



Yayasan Danamon Peduli



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Beruang

Spit Life

THE GROWING CONCERN

Traditional market has been functioning as the socio-economic pulse of society for a long time. The high intensity of human traffic and interaction in these markets had resulted among others in producing 7.7 millions of solid waste annually or the second largest source of waste nationally. This means on average, most traditional markets produce 20,000 tons of solid waste on a daily basis. The public health implications of such a staggering amount of waste is quite challenging unless measures are taken to address this issue.

Data from government and reputable agencies over a period of 4 years (2006 – 2010) showed a declining growth of traditional markets in the country as compared to the rapid mushrooming of retail and modern markets, particularly in urban areas. This situation is due to, among others, ongoing issues of health and sanitation conditions and inconvenience of traditional markets which affected consumers' preference to choose retail or modern markets. However, facts showed that approximately 60% of the Indonesian population still depends on their daily basic needs from these traditional markets. Given this fact, the ramifications of the unhygienic and deteriorating conditions in these markets pose quite a serious public health problem.

Furthermore, findings from several studies on traditional markets showed that traders in these markets reported a decline in their income since many consumers now prefer to obtain their needs from the retail markets. And yet, these markets are a source of livelihood for around 12.5 million traders spread across the country. Unless specific attention is given to this condition, the livelihoods of millions of people could be seriously threatened.

While the local and national governments have taken measures to revitalize traditional markets, their efforts require broader support from other elements of society to work through this challenge together, given the magnitude of the problem and limited resources.

It is in recognition of these compelling facts, that we took concrete steps to support traditional markets revitalization. We did this by strategically integrating our support into ongoing national programmes and movements. Although our effort is considerably moderate compared to the challenges we face, equipped with our past experience and deep commitment, we believe that our small contribution will stimulate a replicable model and catalyze its growth into a grander scale.

AN ALL ENCOMPASSING APPROACH

The Pasar Sejahtera Programme is an integrated endeavor to address environmental health concerns in traditional markets so that they meet national standards requirements. Essentially, it is an integral part of the national traditional market revitalization efforts.

Proper environmental health and safety management is the key in avoiding preventable illnesses, food poisoning and other risks, which are directly influenced by environmental factors. Most traditional markets in Indonesia do not conform to modern structural and hygiene standards that comply with environmental health and safety requirements. Major improvements are needed in facility and infrastructure, proper sanitation and adequate safe water provision, waste management, and routines that should be followed to avoid potentially severe health hazards by community hygiene practices.

We develop PASAR SEJAHTERA as an integrated catalytic initiative to support and expedite traditional market revitalization by focusing on the environmental health and safety management aspects. Under this scheme, units within selected traditional markets are established as demonstration sites of what healthy, hygienic and safe market conditions should look like. In this initial phase, five traditional markets has been selected as demonstration sites, i.e. Pasar Ibu in Payakumbuh, Pasar Grogolan in Pekalongan, Pasar Bunder in Sragen, Pasar Baru in Kota Probolinggo and Pasar Semampir in Probolinggo district.

Partnership and tasks alignment are keys to the success and sustainability of this program. Jointly with key stakeholders, we conducted assessments and consultations to identify issues and needs. Programme design, planning and budgeting are essentially the outcome of mutual understanding and commitment among all stakeholders. As part of our support, we undertook infrastructure and facility improvements and equipment provision; technical assistance in the form of training innovative communication methods, and monitoring, and evaluation. Meanwhile, our local government partners coordinate inter-sectoral collaboration, organize education programme to market communities, and ensure the management and commitment to sustain the support by integrating the scheme into existing systems.



By implementing the 3R (Reduce, Reuse, and Recycle) strategy, the scheme directly addresses three concerns concurrently, i.e. reduction of waste, prevention and improvement of critical soil, and contributes to supply of organic fertilizer demands nationally.





As stated earlier, traditional markets generate 7.7 million tons or 20% of total solid-waste in Indonesia annually. What is interesting is that 70%- 90% of market waste is composed of organic material which serves as high quality feedstock for compost. Processing this large amount of solid-waste can significantly reduce traditional market waste disposal in landfills by 30% - 50%. This consequently reduces logistics disposal cost, while at the same time controls environmental health risk that stems from the waste. This alternative is definitely a huge potential and cost-effective method to systematically improve environmental health condition in traditional markets.

Compost has long been known and widely used as organic fertilizer in gardens, landscaping, horticulture and agriculture. It is beneficial for the soil in many ways, including as a soil conditioner, supplementing vital humus and serving as natural pesticide. In ecosystems, compost is useful for erosion control, land and stream reclamation, wetland construction, and as a landfill cover.

Aware of this immense potential, we have been encouraging and supporting 31 local Governments to develop integrated waste management units in traditional markets to convert organic wastes into high quality compost. This scheme is also a form of implementation of Law 18/2008 on Waste Management, enhancing local government's level of service in waste management as ratified in the Kyoto Protocol. To date many of our local Governments partners have independently replicated and even further expanded the scheme in their respective regions, extending it to locations beyond the markets.

WASTE REDUCTION

Traditional market waste conversion to organic fertilizer

COMMUNITY ENGAGEMENT

Changing anything of significance in highly interdependent systems as found in traditional markets requires a fundamental behavioral change of the key actors – the market communities. Their active involvement cannot be taken out of the equation in traditional market revitalization since they are the key reason why traditional markets existed in the first place. In recognition of this fact, we seriously promote community engagement as an integral part of the programme, ensuring their involvement in all phases, from planning, implementation and evaluation. Together with local counterparts, we also organize public education and interactive dialogues that focus on raising collective awareness communicating the urgency for their behavioral change towards clean and healthy practices.

Through their active involvement, we gain insight of the problems and needs, the constraints and challenges they face. Engagement also encourages communities to seek workable solutions that are embedded in the local culture, integrating local knowledge and expertise into the proposed schemes. Only through such process can true ownership flourish and becomes a ticket to the continuity and sustainability of this market-related support activity.



The success and sustainability of any development schemes depend greatly on the sense of ownership of the key constituents. It is for this reason we consistently ensure the full and active involvement of market communities at all stages of the programme.



NATIONAL CLEAN MARKET DAY

Traditional market revitalization can no longer be performed sporadically and disjointedly. This can be achieved if such an endeavor becomes part of collective awareness and need, turning the efforts into a public movement that embraces all elements of society.



Our involvement in traditional markets dated back to 2005 where jointly with our fellow Danamon volunteers we initiated a nationwide activity to simultaneously clean up hundreds of traditional market across the country. The aim of this activity was to raise community awareness of the importance of improving environmental health condition as a key component of market revitalization. In an effort to further raise public awareness and support traditional market revitalization, this nationwide effort was inaugurated in 2008 as the first “National Clean Market Day” by the Minister of Trade.

Given the magnitude of the challenges and massive requirements to ensure the success of this national undertaking, we realize that all elements of society need to be galvanized into joining this effort. Since then, we have expanded our collaborative partners and alli-

ances which involve key government agencies, Ministry of Trade, Ministry of Health, Ministry of Environment and Ministry of Agriculture. Other entities’ support and participation is also essential in bolstering this into a nation wide movement, such as the National Association of Market Traders, the media, fellow corporations, community leaders and opinion makers. We hope by aligning our support and initiative to prevailing policies and galvanizing all elements to join the initiative, our modest contribution would stimulate replication of the scheme and positively impact on overall traditional market growth.





CONTINUOUS LEARNING

Experience is the best teacher in the world and never has this been more applicable in all development programmes. Years of experience in traditional markets and waste management had enriched our knowledge and understanding, while at the same time also challenges us to continuously build our capacity to deal with concerns that cut across disciplines.



To capture the lessons gained and learned over the years, since 2008 we have been organizing the National Convention as a forum to share, distill and consolidate our joint experience for the betterment of the programme and our support.

The Convention serves as an avenue for participating local governments, central-based ministries, interested parties to share their experience, knowledge, and strategy in managing the challenges and opportunities in programme implementation and expansion. Discussions range from issues around institutional arrangements, coherence of regulations and strategies, human resources, the challenge of resource availability to practical matters such as measurements of progress. Issues are analyzed and turned into practical recommendations for follow-ups by respective parties.

We gain much valuable information from these discussions, enriching our knowledge which we carefully document and disseminate to a wider audience. Our intention is that through better understanding and learning from past success as well as mistakes, we can significantly improve our support in the future as well as serve as a knowledge hub for other stakeholders in their future planning.

The cross sectoral and multidimensional nature of issues around traditional markets require a coherent and integrated approach in addressing them to ensure optimum use of resources and achieve effective results.

UNIFIED EFFORTS, CONSOLIDATED RESULTS

Integrated planning is the foundation for assessing and understanding the current and future conditions of traditional market as a whole and to serve as the basis for decision making. It is central to the successful implementation of the PASAR SEJAHTERA program that retains engagement, commitment and alignment of all stakeholders. It is also an important building block in identifying optimal strategies, activities and continuously building the capacity to achieve sustainable objectives.

Therefore, we facilitate periodic cross-sector dialogue forums for all stakeholders. This is to thoroughly monitor and evaluate their programs in the interest of enhancing unity of effort, linking plans to exercises and identifying potential shortfalls to avoid overlapping policy or programs that could lessen the effectiveness of the programme to achieve its strategic objectives. In this platform all stakeholders can share, learn and analyze their overall progress to find more creative, innovative, and better solutions. We believe this integrated effort would expedite traditional market revitalization and improve their environmental health and safety significantly.

As a key partner from the private sector and our investment of years of experience in market-related support schemes, we perform the role of a catalyst by pioneering models, facilitating interaction and dialogues, building alliances, encouraging broad participation while all the time ensuring that all these are integrated into existing schemes and systems. To ensure the quality of our support is on par with internationally accepted standards, we also join hands with entities such as the World Health Organization that provides the scheme with state-of-the-art frameworks. Ultimately, our aim is to increase effectiveness, ensure consolidation of efforts and sustainability of our initiated support.



Yayasan Danamon Peduli

Graha Aktiva Building
4th Floor, Suite 404
Jl. H.R. Rasuna Said Kav X-1
Jakarta - 12950, Indonesia
Tel: (021) 5290 0291
Fax: (021) 5290 6653

mdp@danamonpeduli.or.id

www.danamonpeduli.or.id