



The Tanam Untuk Kehidupan or TUK in Salatiga is the community behind the Festival Mata Air, or Festival of Water, which is the culmination of year-round environmental conservation projects.

The festival, held in conjunction with the Clean Up the World Weekend, is eight days of colour, culture, entertainment and fun but it also has a serious message to convey – ‘Look after your water and your environment!’

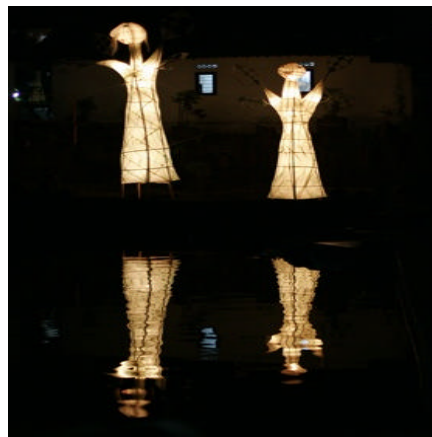


People of all ages took to the streets of Java as part of the week long celebrations this year which included an environmental mural competition, street parades, workshops, children’s entertainment and music from Javanese hip hop

## FESTIVAL SPREADS SERIOUS WATER MESSAGE

**Water shortages are a problem facing countries all across the globe, and Indonesia is no exception. One environmentally conscious community in Central Java have taken a novel approach to spreading the water conservation message – Festival Mata Air.**

artists 'Anti Acne', DJ Decibel Junkie, reggae groups 'Langensuko' & 'Sound Rebel' plus much more.



TUK spokesperson Vanessa Hyde said the Festival Mata Air aims to take the water conservation message to a whole new level.

“The festival aims to be a medium to express, through art and culture, the importance of protecting our environment and our water,” Ms Hyde said.

The purpose of our year-round campaign and the festival is to educate, entertain and raise awareness about the concerns for our local environment, particularly water.

And entertain they certainly did, with crowds of people

turning out to the biggest night of the festival, the closing night music extravaganza.

“No one expected the amount of people that showed up to watch a line up of Salatiga’s local Reggae Bands on the final night.

“We really couldn’t have hoped for a more incredible week - this year’s Festival Mata Air went off!

The water conservation message is a critical one for the people of Java. Indonesia has suffered an unprecedented number of natural disasters over the past few years, including a number



of devastating earthquakes and tsunamis which have left the country’s water supply depleted and of the country’s 130 islands, Java has been

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among the worst hit by the disasters. Fortunately however, Salatiga is yet to experience the full force of the devastation.

“Salatiga is yet to really feel the consequences of our irresponsible actions concerning the environment, but how long do we want to wait until the time-bomb explodes? Until flooding, landslides and drought affect us the same way they are now affecting other areas?

Senjoyo, Salatiga’s primary water source is however currently experiencing environmental degradation at a relatively serious level, resulting in a substantial decrease in water levels.

“Looking at what has been occurring in our environment recently - an increase in the incidence of floods, droughts, landslides and other unpredictable climatic disasters - isn't it about time we opened our eyes and our awareness to the fact that we are all to blame for the destruction of the environment around us?

“For how much longer are we going to continue to close our eyes and ignore this issue? If affirmative action is not taken in time, Salatiga and the surrounding areas will experience water shortage

and drought in possibly 10 to 20 years.

“We can see the situation is urgent, yet our water consumption continues to increase.



“No one wants see our beloved Salatiga experience drought. No one wants to see our grandchildren suffer as a result of our stupidity and carelessness concerning the environment. That’s why we all need to roll up our sleeves and work together to help save Salatiga from 'un-natural' disasters that are a result of the irresponsible actions of man.

Festival Mata Air, as well as their year-round projects, are TUK’s way of getting that message out to the public, and judging by their reaction, the public seem to be responding well to the innovative approach.

“We have had a very positive response from the local community and relevant local government departments and we are all very optimistic that this campaign will raise awareness and bring the issue of water to the forefront.

“TUK has earned respect in the local community and the local government. We have been able to open doors to new opportunities and new avenues for the future.

“We have learnt a lot in the process and are now ready to focus on our future projects with a fresh and inspired perspective.

TUK are not only hoping to make a difference in Indonesia, but also around the world.

“Hopefully our work will be an inspiration to others to protect our water and our environment. Working together we can make a difference for the future.

*Story by Alana Mew, 2007 Ó Clean Up the World Pty Ltd. Photographs courtesy of TUK, This article is available for reproduction free of charge as long as due acknowledgment is given to Clean Up the World and the meaning of the article is not changed.*