



BUMIARMADA

Beach Clean Up Campaign A Collaboration between PT. Armada Gema Nusantara and Dharma Camplong Elementary School, 17th to 21st April 2018

On 21st April 2018, PT. Armada Gema Nusantara (“AGN”), in collaboration with Dharma Camplong Elementary School held a ‘Clean Beach Campaign’. The campaign’s main objectives were to:

- Communicate the importance of keeping the beach clean and educate how it benefits the local community in Camplong, Sampang Regency, Madura.
- Introduce AGN as a new business entity working in Madura.
- Demonstrate AGN’s commitment to working together with the local community for mutual welfare.

Before the main beach clean up activity, some preliminary activities were conducted:

1. Surveying which school to be involved, considering the proximity of the students’ residence to the beach and the profession of their parents (fishermen vs farmers).
2. Visit from AGN President Director and HSSEQ Manager to the local Government offices and school administration to introduce AGN and the planned beach clean up activity.
3. In-class awareness session, where AGN management communicated the importance of keeping the beach clean to the students.



14 AGN Onshore employees joined the beach clean up activity, some bringing their spouses and children as well. The day started with a speech from AGN President Director and the Camat of Camplong, representing the Mayor of Sampang. Before starting the clean up activity, students are equipped with some protective gear such as hats, grabber sticks, rubber boots, and gloves.

Led by a teacher for each group, the children and AGN employees collaborated in picking out the rubbish scattered on the beach located behind Camplong Fish Market, before collecting the rubbish into bin bags.



All the participants were enthusiastic and took active interest in spite of the hot weather. The day ended with presenting activity souvenirs to the children and placards to the school Head Master and Government representatives. In his speech, the Camat of Camplong conveyed his expectation that this kind of activity would not be the last and that he looked forward to more positive contributions from AGN to the local community.

