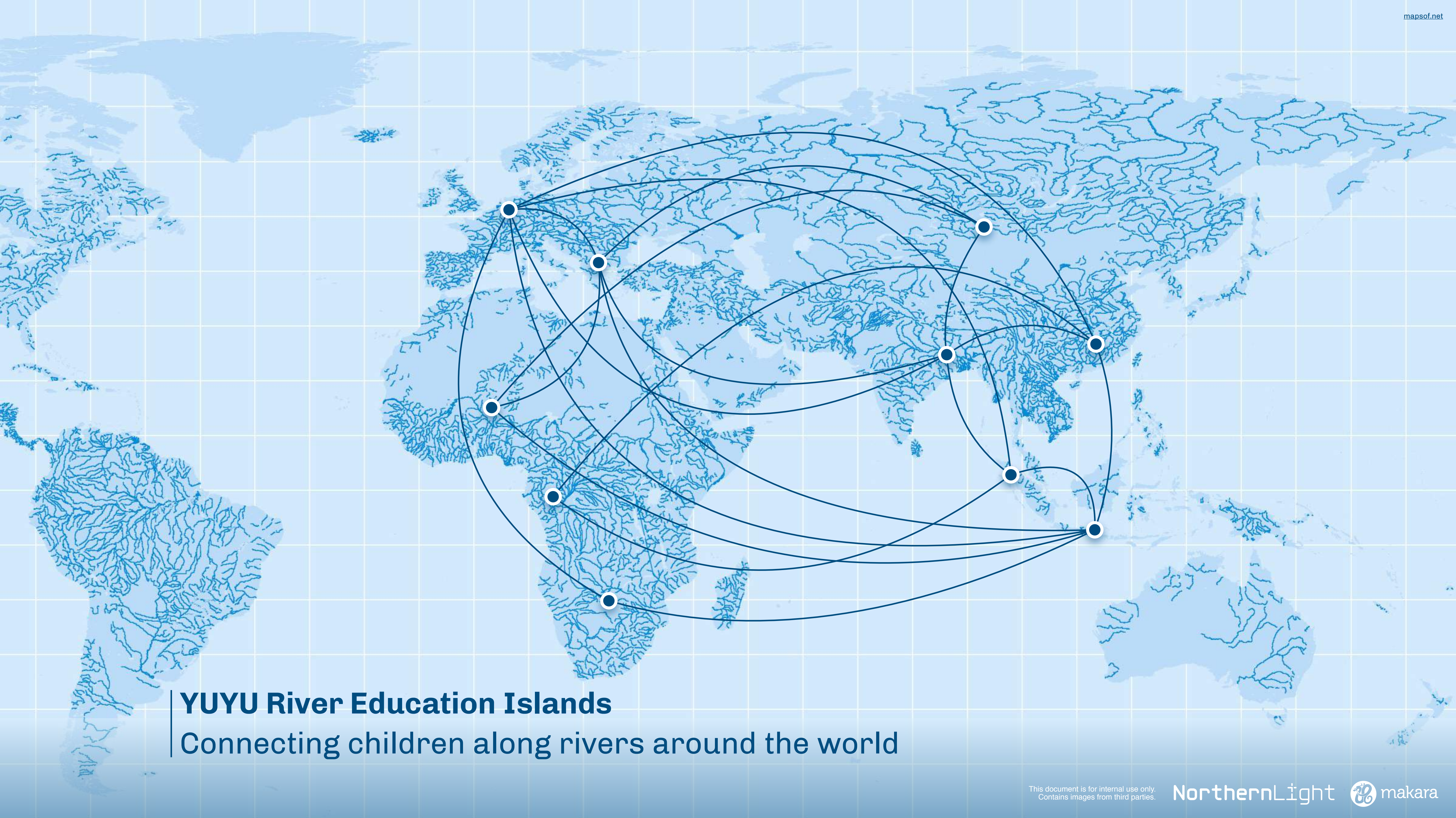


YUWU

River Education Islands

NorthernLight  makara



YUYU River Education Islands

Connecting children along rivers around the world



River pollution: a global problem

From rivers all over the world tons of waste, micro plastics and other pollutants flow to the oceans and seas every day, destroying the natural ecosystem.

Asian rivers are the most polluted, but a large part of that waste has been imported from Western countries. River pollution is undoubtedly a global problem and one of the biggest challenges we have to face together, today.

We, NorthernLight and Makara, want to contribute. We believe combining creativity and environmental education can make a difference.

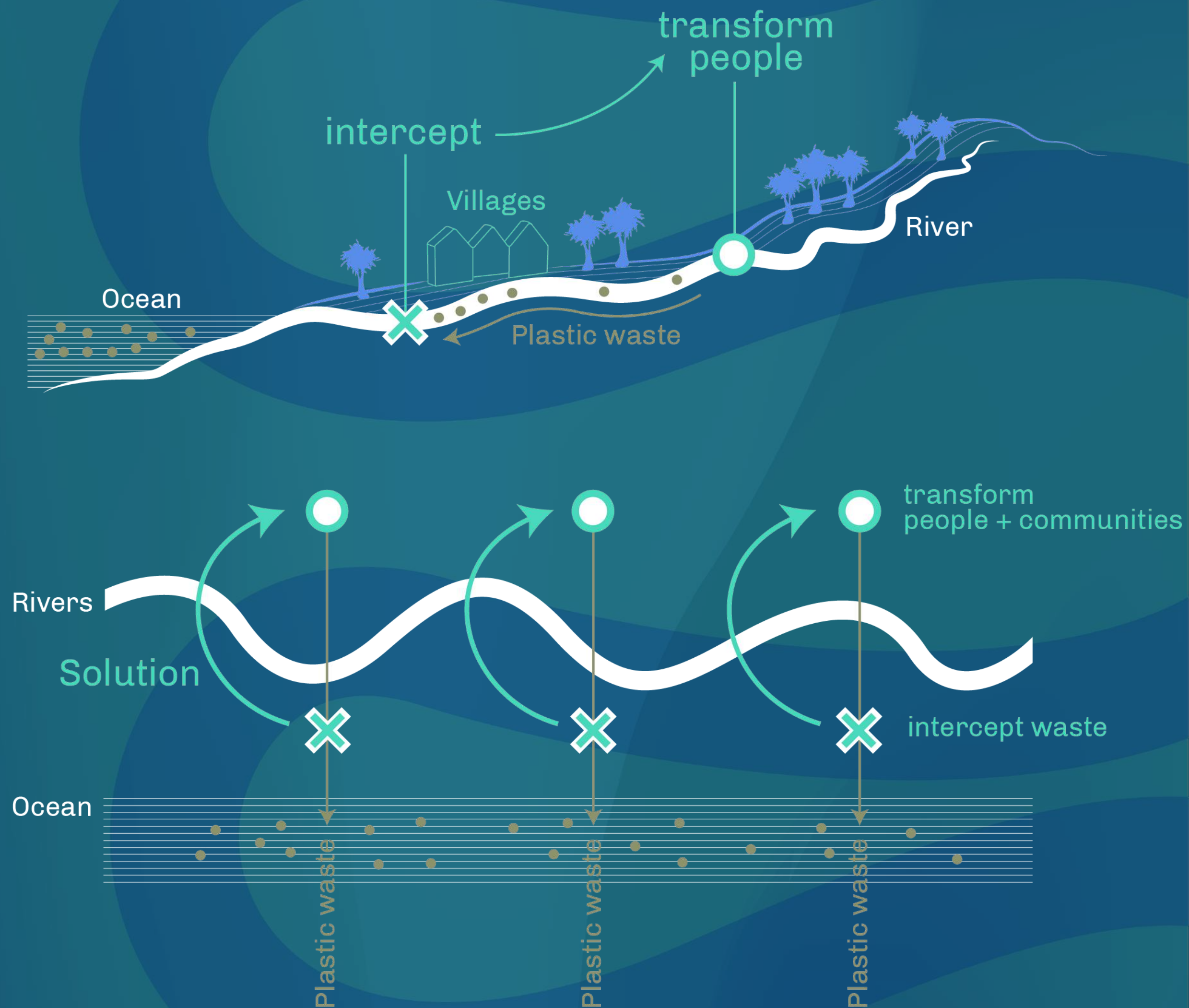
Moving the solution upstream

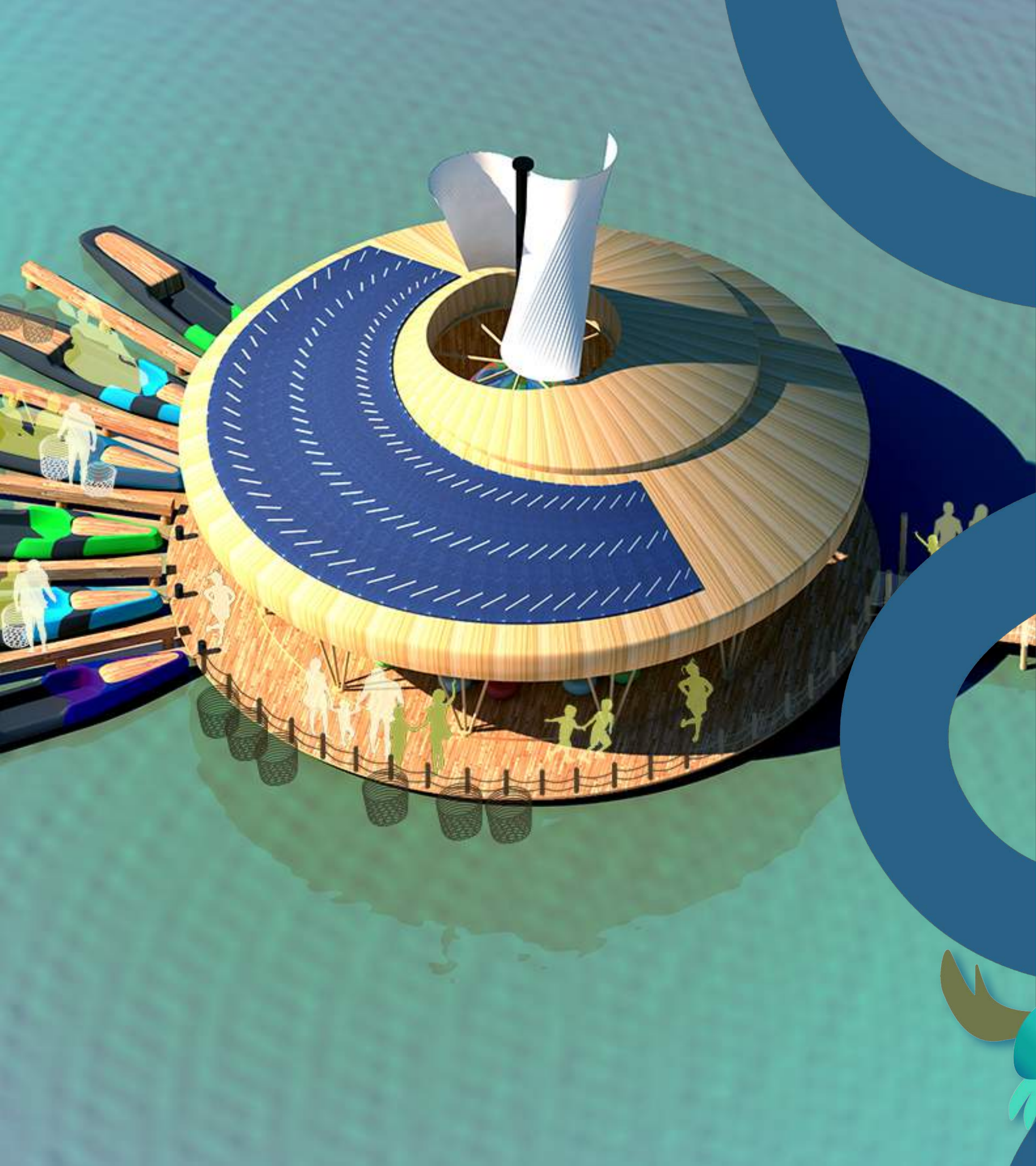
From cleaning up our rivers, to not polluting them at all.

There are many ongoing projects currently treating the symptoms of river pollution. We propose to move the solution upstream: treat the problem at its source.

Children teach their parents. YUYU aims at transforming entire communities by involving and empowering children. Not just in Asia, where the pollution is the biggest, but also in Western countries, where most of the problems begin.

YUYU aligns with the following United Nations Sustainable Development Goals:





YUYU

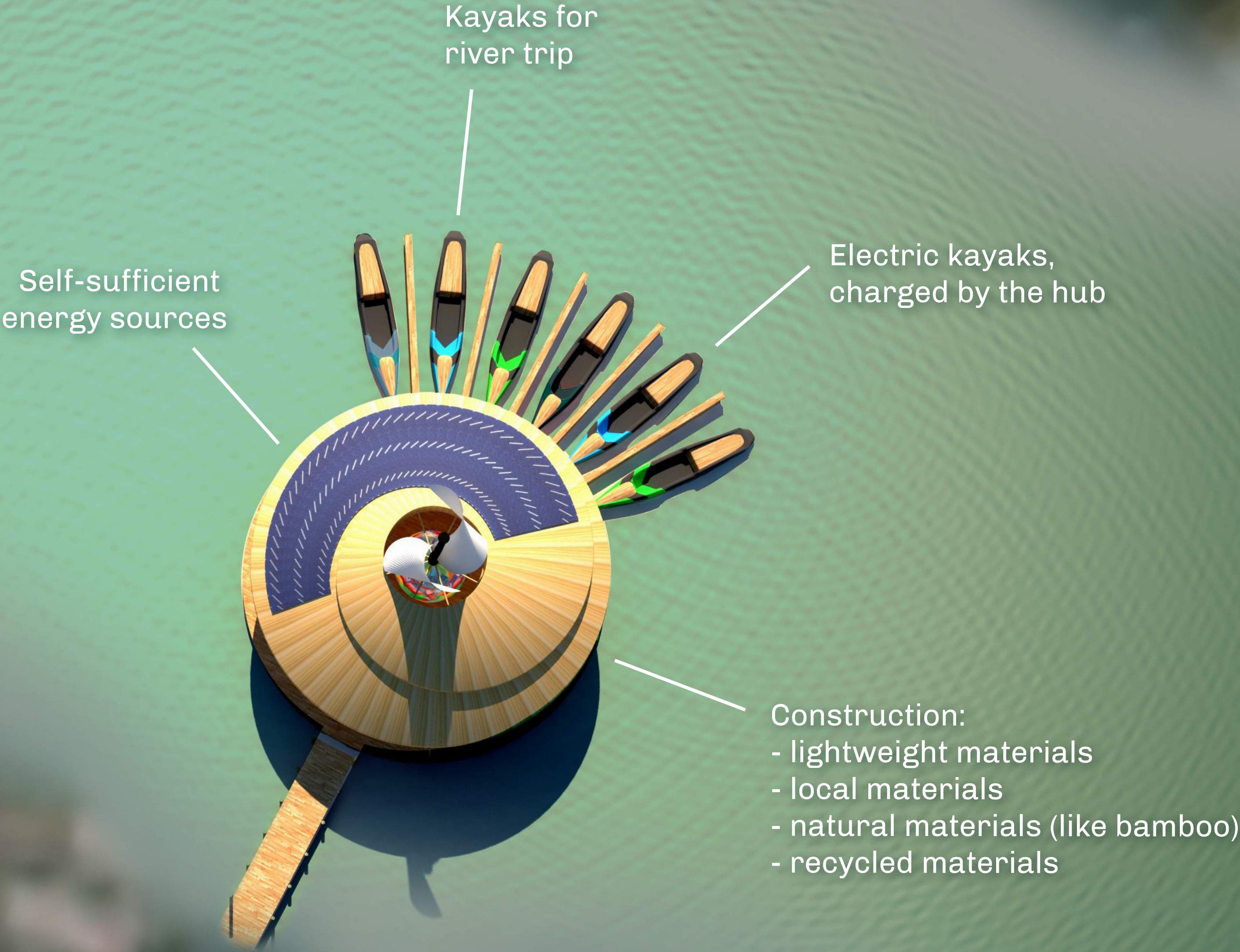
River Education Islands

Floating education hubs located in polluted rivers around the world.

- Transformative education
- Coolest river school
- Smart & innovative design
- 100% natural, local and recycled materials
- Future proof due to local ownership
- Expandable to worldwide network



YUYU is an Indonesian name for a river crab



YUYU Surabaya
River Education Island

Kayaks for children to go on river assignment

- 2 electric kayaks, charged by self-sufficient energy sources of the hub
- 4 hand driven kayaks

Self-sufficient energy sources

Construction to be made locally

- local materials
- lightweight materials
- natural materials
- recycled materials

Jetty to connect to river quay

YUYU Surabaya
River Education Island

Kayaks for children to go on river assignment
– 2 electric kayaks, charged by self-sufficient electric system of hub
– 4 hand driven kayaks

Collected and separated plastic waste
– bottles
– wrappings
– diapers
– ...

safety fencing

life vests

Co creation wall for children to work together and hang results of water quality test + creative ideas

Symbolic globe of recovered plastic made by local schools

Children examining river life under the microscope

Central monitor remote access from any phone/tablet/computer
Connecting with children in other YUYU's all over the world to share insights and exchange knowledge.



Transformative education

Local children become river heroes

YUYU provides transformative educational programs to raise children's awareness on the pollution of their local river. YUYU empowers children to think critically and become inspired to create a better future. Children become river heroes!

Through localized educational programs, creative workshops and hands-on river activities, children in YUYUs all over the world can connect and interact on subjects like river biodiversity, water quality and plastic pollution.

YUYU programs are closely managed by NorthernLight, with over 20 years of experience in informal learning, but run by local environmental organizations that are close to vulnerable communities. YUYU provides them with access to international knowledge, tools and experience through connection with peer organizations and networks.

YUYU Transformative Education

Children become river heroes in 4 steps

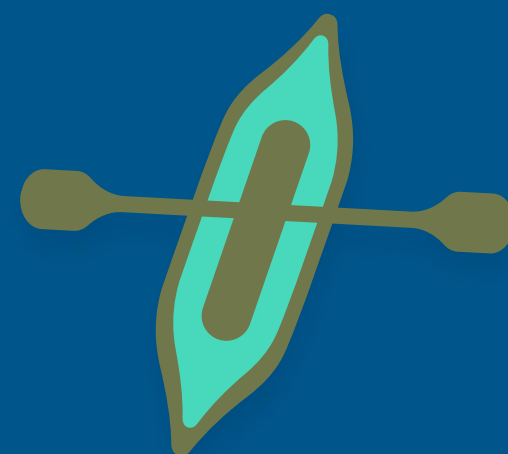
Half-day or full-day program in groups of 5-6 children

1. Inspire



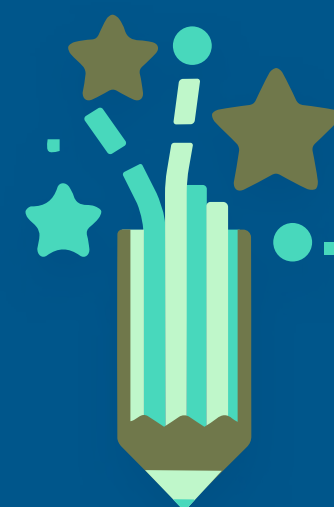
Children become aware of how river pollution is damaging river biodiversity and are inspired to make a change.

2. Explore



Children explore and investigate the condition of their local river in hands-on river assignments, like water quality sampling or river waste collecting.

3. Create



Children co-create a 1 min. video presentation of their river assignment outcomes. What did they discover and learn about their local river?

4. Connect



Children share their presentations on a worldwide accessible YUYU platform. From all over the world, children can compare their findings, connect and interact.

YUYU Amsterdam | [log out](#)








YUYU Surabaya is inviting you for a challenge. [Accept? →](#)

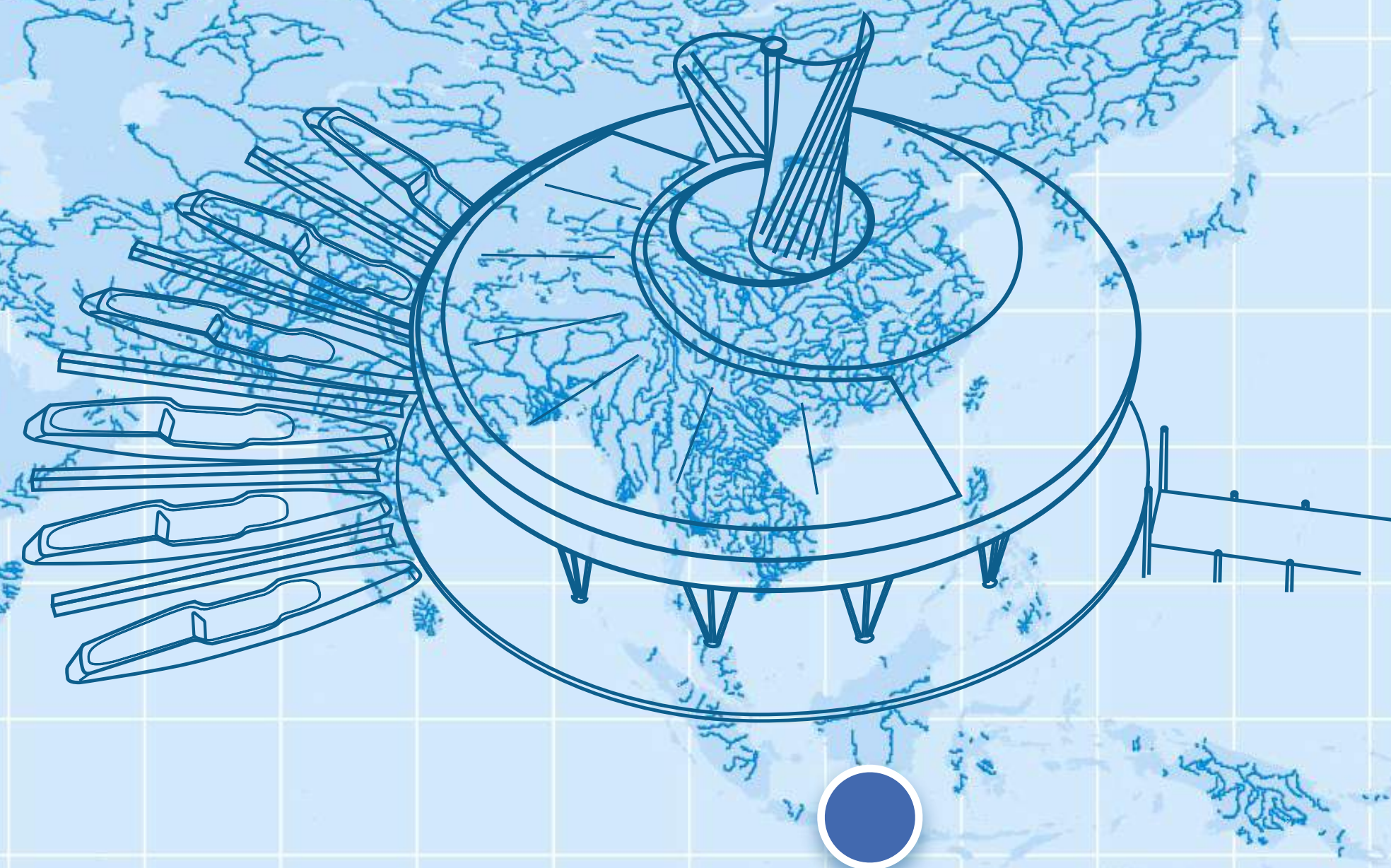
YUYU Mumbai is live. Start chatting! [→](#)



- Start a challenge →
- Connect to other YUYUs →
- Go live →
- Submit your school →
- Toolbox →

Your current score:

	Drinking can 34
	Chips bag 25
	Cigarette 75
	Plastic bottle 68
	Straw 31



Surabaya

1

Start of a global YUYU network
Launching location: Surabaya

Amsterdam
first Plastic Smart City in the world



2

Grow as we go

Second preferred location: Amsterdam

YUYU: River Education Islands

Connecting children along
rivers around the world

I never knew that plastic could break down in the ecosystem and make it into our food. Fish is my favourite, so it's important to take the plastic out of our river.



YUYU has been great for everyone in my village. When I get back home I go out in search of plastic on the riverbank with my grandmother – she says it hasn't looked this clean since she was my age!

I've become so passionate about rivers after visiting YUYU Amsterdam. Everyone needs water, so protecting the river and its animals should be really important to everyone!



Wow, I didn't know that my empty bag of crisps could end up in a river in Indonesia! I will definitely tell my friends and parents about that.





Shanghai Natural History Museum
Shanghai Natural History Museum - Shanghai - China



Love our Rivers - Children's gallery
New Kuching Museum - Borneo



Children's Gallery
Shanghai Science Museum - Shanghai - China



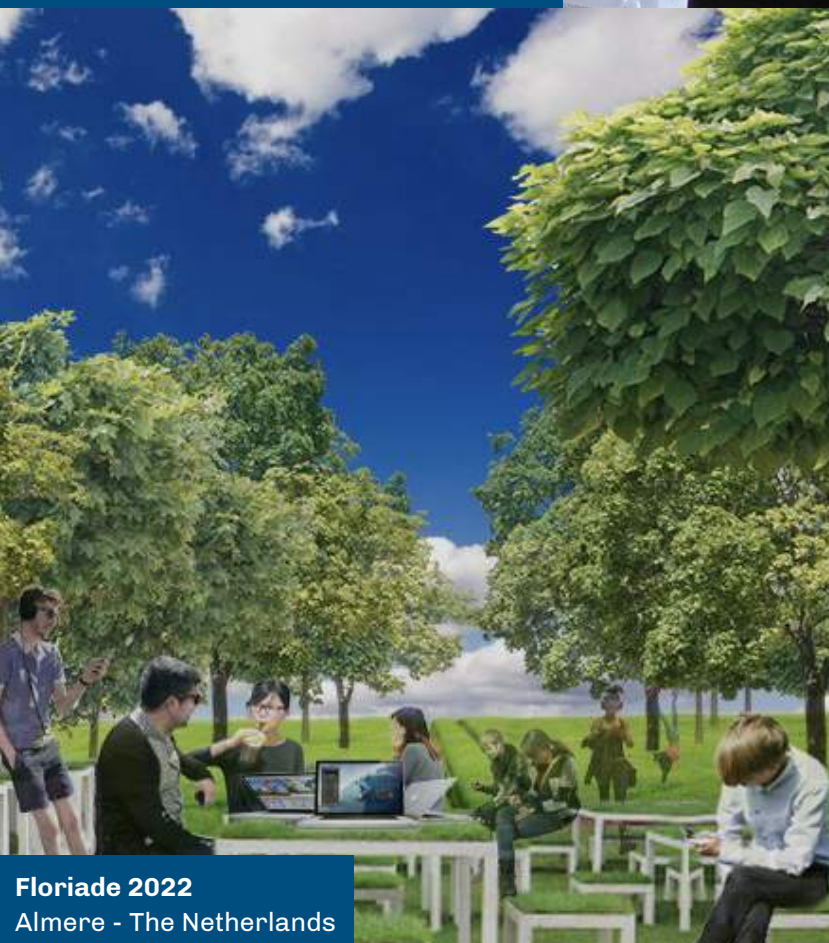
Science on wheels
Traveling exhibition - South Carolina - USA



Children Museum
Beijing - China



Eneco WindLab
Eneco - The Netherlands



Floriade 2022
Almere - The Netherlands



Our fragile world
Science Museum - Hong Kong - China



Energetica
NEMO - The Netherlands

The YUYU initiative

YUYU is an initiative by founding partner NorthernLight and co-initiating partner Makara.

The mission of NorthernLight is to inspire the world, by creating transformative experiences that touch hearts, change minds and activates hands. As a world renowned creative agency it is specialized in the design of transformative experiences.

With over 200 projects in 35 different countries we have taken on global challenges and contributed to sustainable and inclusive solutions for our planet. YUYU is a NorthernLight initiative, as part of a number of pro-active projects that fit the DNA of our agency.

NorthernLight



Co-initiating partner

YUYU is an initiative by founding partner NorthernLight and co-initiating partner Makara.

Makara was founded by Christa Nooy, an Asia specialist who advises on water management and ecological issues. Community participation is key in her work. She develops projects in river and forest areas in Asia in cooperation with grassroots groups, multi-level government institutions, knowledge institutes and companies. She also organizes training and exchange programs with environmental organizations worldwide on community involvement in river management. Christa is part of a long-term partnership in Indonesia consisting of local environmental organizations, local authorities and Dutch technical institutes TU Delft and Tauw to restore water quality in the river Brantas.



Get on board

We partner up with different sponsors, partners and friends to create a global YUYU network.



To know more about YUYU,
please visit our website
www.yuyu.earth

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