

FESTIVAL

RUMAH KACA

CLIMATE BREAKDOWN,
YOUTH BREAKTHROUGH

presented by
kawula¹⁷



Festival Rumah Kaca

Based on the National Benchmark Survey conducted in the first half of 2025, Kawula17 found that many Indonesian youth aspire to participate in public affairs. However, this interest is often blocked by fear. Many fear being seen as a know-it-all, holding a different opinion, or even speaking up in the public sphere.

The Rumah Kaca Festival is designed to provide young people with a safe space to learn and participate, especially in environmental and climate issues. We know that youth will remain silent if they do not feel safe; therefore, Festival Rumah Kaca uses engaging, relevant formats that resonate with young people's lives, encouraging them to express their opinions, ask questions, and participate in healthy, critical discussions.

The name "Rumah Kaca" is inspired by the novel of the same name by Pramoedya Ananta Toer, which is part of the Buru Island Tetralogy. In the novel, locals live under strict control from the colonial government. This festival flips that concept; instead of citizens being monitored, the government is placed in the "glass house," where citizens, especially the younger generation, monitor government policies, programs, and promises.

This concept aligns with the work of Kawula17, which encourages young people to take an active role in public life. Through initiatives such as the Festival Rumah Kaca and programs including the National Kawula17 Survey, the National Benchmark Survey, Kawal Prolegnas, and Kawula17 Goes to School, Kawula17 creates more opportunities for young people to learn, voice their opinions, and participate actively. These efforts empower young people to become engaged and critical citizens who can observe, ask questions, and help shape democracy and public policy.



Crafting a Relevant Festival

Growing Bigger

Initially, the Rumah Kaca Festival was intended to be the final event of the Kawula¹⁷ Goes to School program. Its primary goal was to introduce Kawula¹⁷'s work and initiatives to young people. The event started small, with plans to collaborate with just 4 to 6 organisations. However, the concept evolved into something much larger.

The festival expanded into a broader platform for collaboration among civil society groups. This transformation was influenced by discussions on climate issues, which often stalled after COP30 in Brazil and failed to reach the public in an open and critical manner. Ultimately, the Rumah Kaca Festival collaborated with 22 partners, including community groups and media organisations.

Festival Rumah Kaca was thoughtfully designed to allow visitors to explore and engage in all activities, creating a hub for discussion, teamwork, and youth participation on climate challenges and opportunities.

Reaching Everyone

The Rumah Kaca Festival is open (and free!) to all, especially young people. It is designed not only for those already concerned about environmental and climate issues but also for those new to these topics. In fact, newcomers made up a significant share of the festival's audience.

Kawula¹⁷ recognises that visitors come with varying levels of interest and experience. As a result, the festival is designed to ensure everyone can enjoy it, from those who are merely curious to those actively involved in environmental movements.

The organisation's booths are arranged by level of activism, making it easier for visitors to find activities that align with their interests and comfort levels. This approach allows the Rumah Kaca Festival to be a welcoming space where everyone can participate in meaningful ways that resonate with them.



Festival Rumah Kaca in Numbers

22

Collaborators

22

Communities

14

Media

21

Volunteers

1369

Audience

12

Booths

4

Discussions

3

Music

8

Other
Activations

14

Article
Coverages





Reflection & Evaluation

Selasar Aktif Aksi

kawula¹⁷.id

12

Booth

1

Reading corner

2

Tarot

1.000+

Audience

Selasar Aktif Aksi (the Active Action Hallway) is an exhibition space featuring booths from 13 different organizations and communities. Overall, the hall was successful and attracted many visitors. However, not all booths experienced the same level of foot traffic. Some booths were more popular than others because they offered engaging and interactive activities. In contrast, booths that received fewer visitors typically did not provide activities that encouraged direct participation. In the future, it is recommended that every booth include interactive activities to promote greater visitor engagement and participation.



Diskusi Tanggap Krisis #1 | Eco-anxiety: Changing Climate, Increasing Anxiety?

This discussion featured **Yoris Wutun (PLAN Indonesia Foundation)**, **Aulia Amanda (Mindworks Lab)**, and **Iyus Darmawan (Ruang Tenang Foundation)**, moderated by **Juris Bramantyo (Kawula¹⁷)**. The session focused on eco-anxiety, which refers to the concerns many young people experience due to environmental degradation and perceived injustices in climate and public policies.

The conversation began with a discussion of the flooding issues in Sumatra, which the speakers linked to climate change, deforestation, and land conversion. They highlighted how certain energy policies exacerbate these problems, increasing stress and anxiety among young people.

The speakers emphasised that feelings of anger, anxiety, and exhaustion are normal responses to these pressing issues. They underscored the importance of turning these emotions into positive action by creating safe spaces, providing mutual support, and collaborating to drive long-term change.



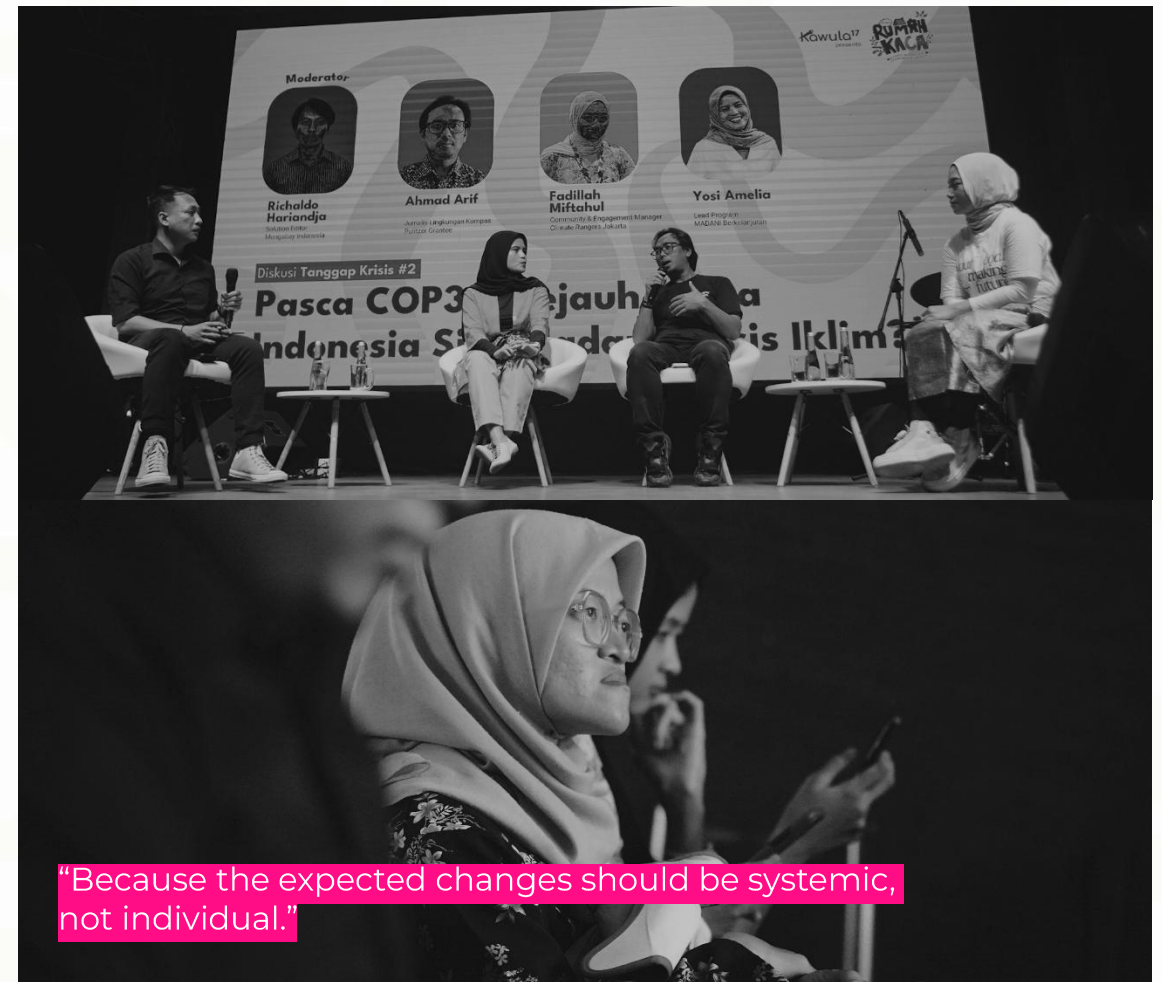
Diskusi Tanggap Krisis #2 | Post-COP30: How Prepared is Indonesia for the Climate Crisis?

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The discussion featured **Ahmad Arif (Environmental Journalist at Kompas)**, **Fadillah Miftahul (Climate Rangers Jakarta)**, and **Yosi Amelia (MADANI Berkelanjutan)**, moderated by **Richaldo Hariandja (Mongabay Indonesia)**. The session focused on global and national efforts to address the climate crisis, using COP30 as a starting point.

The speakers expressed their disappointment with the outcomes of COP30, particularly regarding the weak commitments to reduce emissions and the limited public involvement in shaping climate policies in Indonesia. They emphasised the need to involve young people, strengthen communities, and improve access to information—especially in rural areas—so that people can become agents of change rather than just victims of the crisis.

Additionally, the discussion highlighted that the climate crisis is intertwined with economic, social, and human rights issues. The speakers agreed that this problem is systemic and can only be resolved through collaboration and advocacy for fair policies that protect the future.



"Because the expected changes should be systemic, not individual."

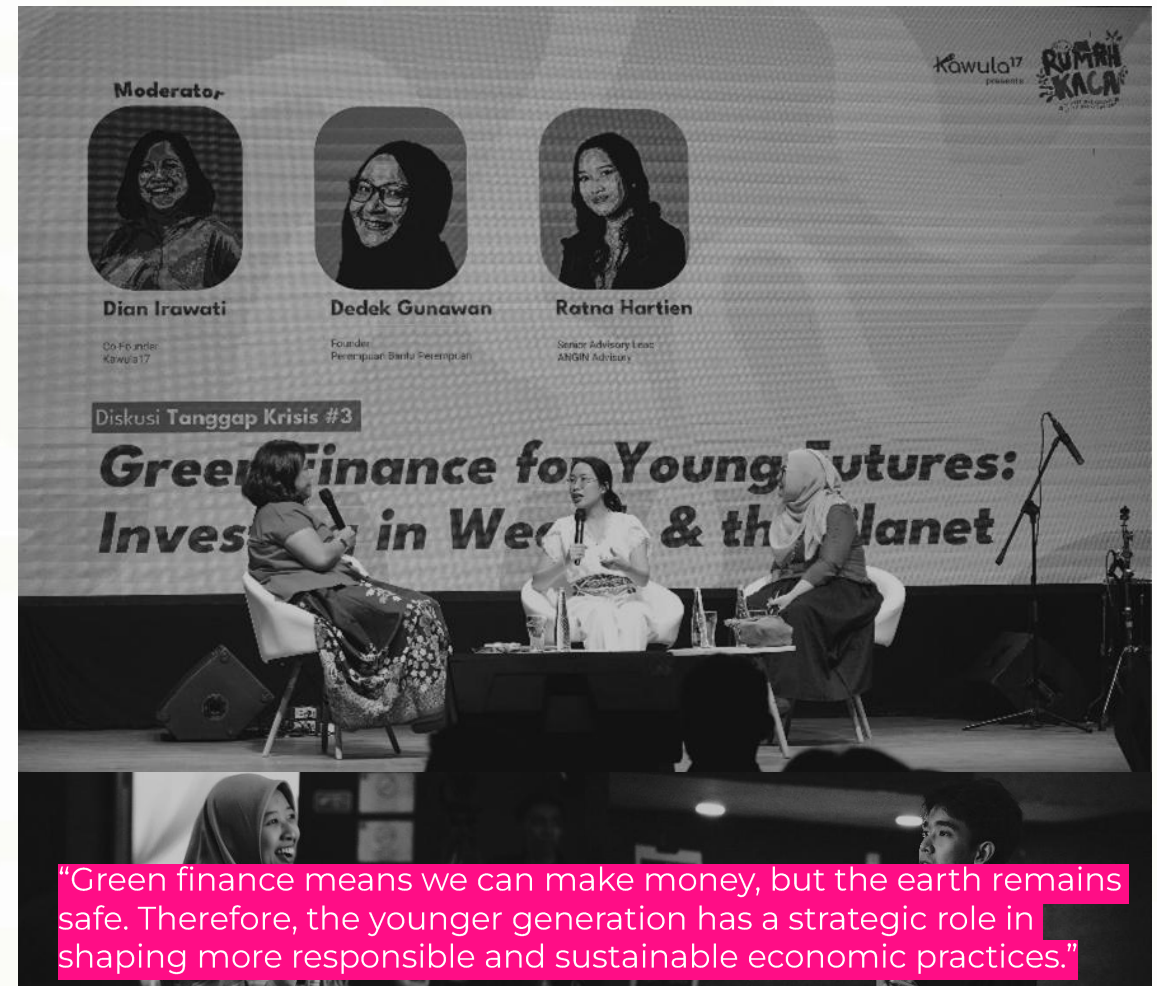
Diskusi Tanggap Krisis #3 | Green Finance for Young Futures: Investing in Wealth and the Planet

kawula¹⁷.id

This discussion featured **Ratna Hartien (ANGIN Advisory)** and **Dedek Gunawan (Perempuan Bantu Perempuan)**, moderated by **Dian Irawati (Kawula¹⁷)**. The session focused on how investment and funding can help address the climate crisis sustainably.

The speakers emphasised the vital role of investment in advancing a greener and fairer economy. They highlighted the need to support impact businesses, particularly those facing challenges in securing funding from traditional financial systems. Additionally, they stressed the importance of shifting the investment focus from solely profit to supporting businesses that have a genuine positive impact.

The discussion concluded that green finance is not just about generating profit; it also involves protecting the environment while fostering economic growth. Although this transition may seem slow, it ultimately creates opportunities for a fairer, stronger, and more sustainable economic future.



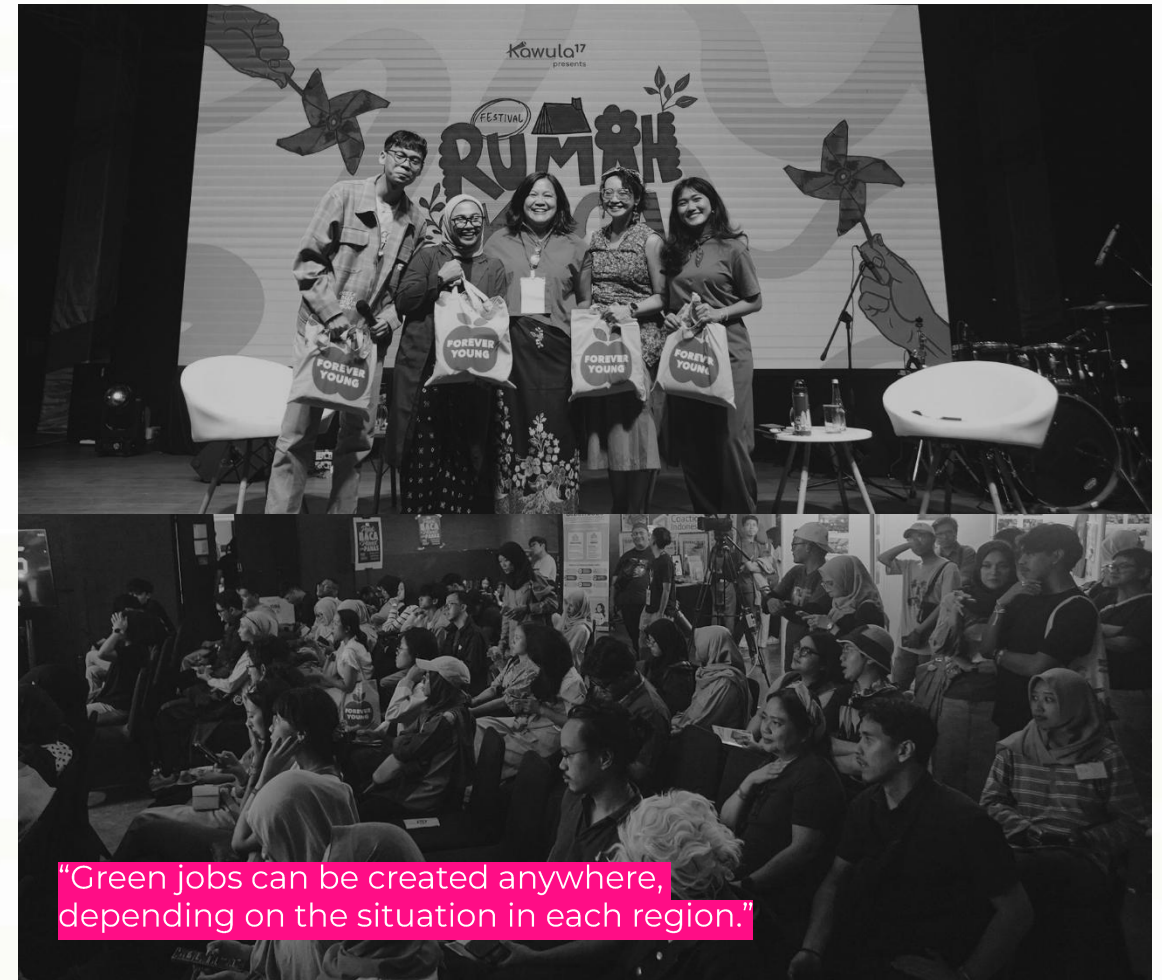
Diskusi Tanggap Krisis #4 | Green Jobs: Opportunities Amidst the Energy Crisis

kawula¹⁷.id

This discussion featured **Fitrianti Sofyan (Koaksi Indonesia)**, **Anneke Julianita (Haskoning Indonesia)**, and **Wini Rizkiningayu (Rocky Mountain Institute)**, moderated by **Rafli Rikin**. The session focused on how green jobs can effectively address the energy and climate crisis.

Speakers emphasised that green jobs not only help reduce environmental damage but also support economic growth. This can be achieved by creating new jobs, improving existing roles to be more environmentally friendly, and ensuring fair and safe working conditions.

The speakers also highlighted the challenges in developing green jobs, including low public awareness, gaps between national policies and local action, and inadequate coordination within the business sector. They agreed that fostering a strong green mindset and enhancing workers' skills are essential for the sustainable growth of green jobs.



"Green jobs can be created anywhere, depending on the situation in each region."



Rumah Ide

Rumah Ide (House of Ideas) showcased the results of the Kawula17 Goes to School program, which took place in 17 cities across Indonesia in 2025. This initiative aims to help high school students develop critical thinking skills by discussing environmental issues relevant to their everyday lives. At Rumah Ide, visitors were able to witness the learning process, reflections, and ideas generated by students throughout the program.

The Rumah Ide session featured four student representatives from Jakarta who shared their thoughts through poetry and speeches. They expressed their concerns, hopes, and perspectives on the environmental conditions in Jakarta. This highlighted the main goal of Rumah Ide: to provide young people with a meaningful space to confidently express their voices and ideas creatively. In addition to the stage presentations, the festival also displayed installations that narrated the journey of Kawula17 Goes to School, emphasising the students' ideas and bravery in addressing environmental issues around them.



3
Workshop

50+
Participants

The workshop corner (Pojok Lokakarya) was designed as an interactive space where visitors could take part in creative and reflective activities. The sessions were led by **FIAN Indonesia**, **Anindhaloka**, and **Linkara**, each using a different approach to help visitors learn and share ideas from various perspectives.

Overall, the workshop ran well and received positive feedback. However, there are some areas for improvement in the future. Promotion and registration should start earlier, and on-site registration should be reduced so participants know what to expect. The workshop area also needs better arrangements to make participants more comfortable, such as adding fans or air conditioning.



Siskamling: Sisir Kota Amati Lingkungan

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29

Participants

3

Media Coverage

Siskamling, which stands for Sisir Kota Amati Lingkungan (observing the urban environment), is a 90-minute walking activity designed to help young people learn about the climate crisis through everyday city life. Guided by facilitators and worksheets, participants walk around the Blok M area and observe signs of environmental issues, such as urban heat, energy use, and how people are affected by their surroundings.

Through Siskamling, participants learn that the climate crisis is not a distant issue, but something that affects daily life in the city. This activity helps them understand the needs of communities in public spaces and the importance of protecting the environment so cities can be enjoyed by everyone. It also encourages awareness of the need for fair, climate-friendly, and adaptable city design.



Layar Bukan Kaca

Layar Bukan Kaca was a film screening and discussion session that invited participants to think about the role of students and young people in public life. The session was held in partnership with **Watchdoc Documentary** and featured the film **Pelajar Turun ke Jalan** (Students Take the Streets), which highlights the growing number of students and young people joining protests and demonstrations. About 100 people attended and watched the movie, which led to an active and critical discussion.

The discussion explored why more students are getting involved in social action, citing limited space to express opinions and unfair policies as key factors. The speakers also emphasised that participation is a fundamental right of citizens and that young people are the most affected by the ecological crisis. The session ended by reminding participants that **taking part does not always mean protesting in the streets, but can also be done in creative, relevant, and collective ways.**





Irama Darurat

Irama Darurat was the closing and celebration part of the Glass House Festival. Music performances by **Pajibra** and **Phytem**, along with a **Friday Noraebang** karaoke session, created a warm, fun, and energetic atmosphere.

During the celebration, the performers also reminded the audience to care about others. They shared QR codes for donations to help flood victims in North Sumatra and Aceh. This showed that the Festival Rumah Kaca was not only about having fun, but also about building care, solidarity, and concern for humanitarian and environmental issues.



Social Media Performance

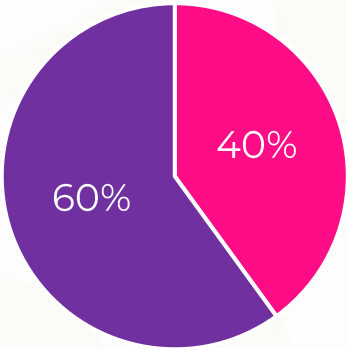
Social Media Interaction

Since the event announcement on 13 November 2025, the Instagram account @festivalrumahkaca has seen success.

The content shared on the account has effectively reached a broad audience and fostered active engagement, particularly among young people and young adults. The audience is predominantly male (60%), with 25–34-year-olds as the most responsive segment (44%).

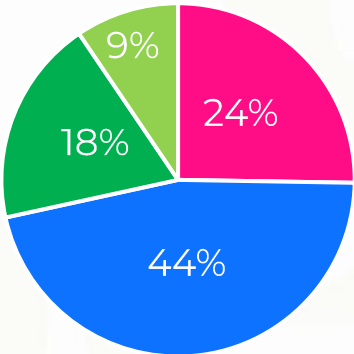
The account achieved an impressive **engagement rate of 30%, with an interaction-to-reach ratio of 11%**. This performance is significantly higher than the global average of 4% (Hootsuite, Q1 2025). Most of these interactions were driven by collaborative content that engaged followers from various organisations, encouraging their participation.

Gender



Female Male

Age



18-24 years old 25-34 years old
35-44 years old 45-54 years old

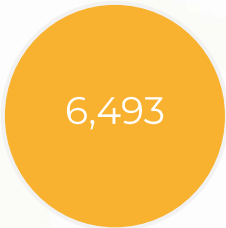
Total views



Total reach



Total interaction

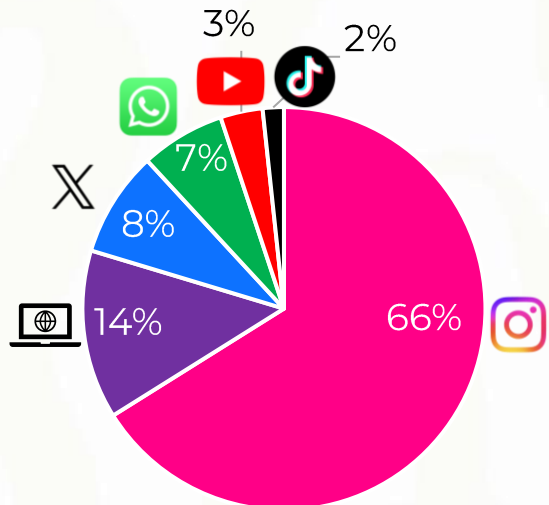


Digital Interaction with Collaborators

From the start of the festival to its conclusion, we invited our collaborators to celebrate the event online. Between December 8 and December 30, 2025, we published digital content for the Festival Rumah Kaca, featuring contributions from 22 collaborators, 22 community partners, and 14 media partners. This initiative produced the following results:

The data provided represents only a small fraction of the evidence regarding the publication efforts of all collaborators. Some digital content from collaborators becomes inaccessible after 24 hours, limiting our ability to gather proof of airings. Additionally, during the collection process, the reviewed digital content is not categorised by type or upload platform.

Media Channel Distribution



In order to address these issues, we need to establish standard operating procedures (SOPs) in the future to ensure that:

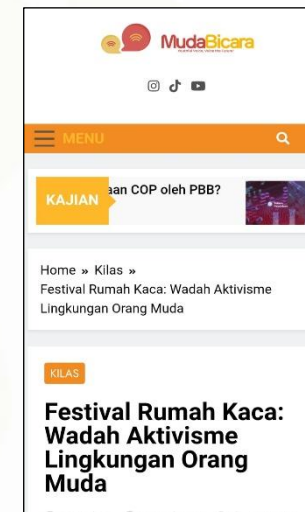
- ✓ Collaborators are encouraged to be more active in publishing digital content.
- ✓ Data collection and insights are conducted effectively, including specifying required data, identifying content types, determining release platforms, and setting deadlines for evidence of airings.

**data collected as of January 20th 2026*
**not all partners provided viewing data or likes*



Coverage Article

Kawula¹⁷.id



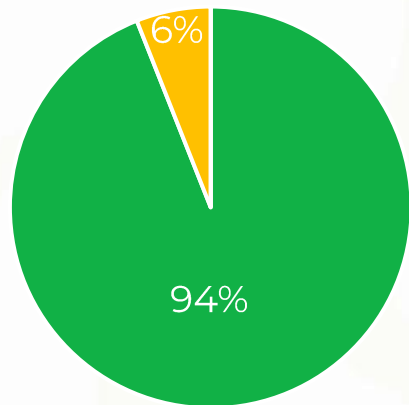


Feedback

Collaborator Survey Findings

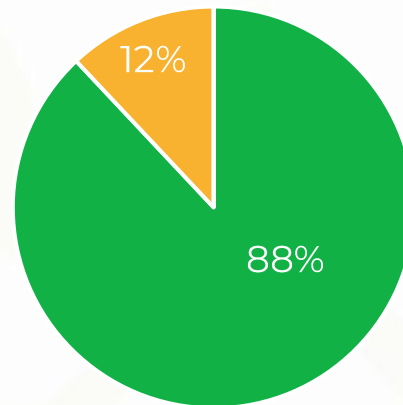
According to an internal survey of collaborators, **88%** reported being **very happy with the collaboration**, and **94%** rated the **Festival Rumah Kaca's impact on their organisation or community as very positive**. Additionally, **86%** expressed **interest in collaborating again** for the next Festival Rumah Kaca.

Impact to
organisation/community



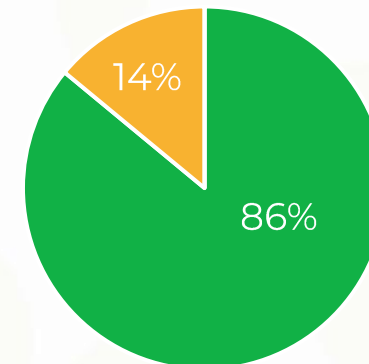
■ (Very) positive ■ Somewhat positive
■ (Very) negative

Collaborator's overall
experience with the event



■ (Very) pleasant ■ Somewhat pleasant
■ (Very) unpleasant

Future collaboration with
Festival Rumah Kaca



■ Yes ■ Maybe ■ No



Our Collaborators

kawula¹⁷.id



See you at the 2026 Festival Rumah Kaca!



About Yayasan Pelopor Pilihan Tjujuhbelas

Yayasan Pelopor Pilihan Tjujuhbelas (PP17 Foundation) was established in 2021. It aims to bring social and political issues to the attention of (young) Indonesians. PP17 is independent, not-for-profit, nonpartisan, and unaffiliated with any political party or politician.

Mission statement

- ✓ PP17 supports the expression and discussion of ideas and opinions and encourages people to be informed citizens and engage in their communities.
- ✓ PP17 seeks to improve society and political parties by using data to inform the public and political parties alike.
- ✓ PP17 believes that the actions and policies of the Indonesian government directly affect our daily lives, and for that, voters must be helped to make informed choices.

Our focus areas



Civic education of (young) voters



Sustainable development goals and current political issues



Generate awareness of the importance of transparency and accountability over policies



Digital transformation for youth participation in politics

Our pillar issues



Environment



Anticorruption



Human rights



Gender



About Kawula17



Kawula17 is a flagship initiative of PP17 that aims to engage young people in Indonesia, particularly first-time voters.

The objectives of Kawula17 for young voters include:

- ✓ Improving their understanding of socio-political issues in an accessible and easily comprehensible manner.
- ✓ Educating them about the importance of developing critical thinking skills to assess these issues and form informed opinions.
- ✓ Assisting them in identifying their political preferences based on these issues.

Kawula17 emphasises that government actions and policies directly impact people's lives and well-being, making it essential for the public to be actively involved in making informed choices.

For us, integrating key issues into everyday life is crucial to ensuring that democracy does not stop with elections. More importantly, it keeps the public engaged in ongoing discussions and allows them to continuously monitor government performance.



About Our Programs



Kawula17 VAA/Quiz

Issue-based voting advice quiz to help Indonesian voters understand political issues and find parties that align with their views. Designed to encourage critical thinking



Kawula17 Goes to School

This program is intended for high school students to think critically and discuss issues surrounding them. Students are also encouraged to develop creative solutions to help solve the identified problems.



#KawalProlegnas

A civic tech dashboard developed to monitor and analyse the progress of bills in the National Legislation Program. Built to help the public better understand key issues and engage in the lawmaking process.



National Benchmark Survey

Biannual survey to assess people's awareness and understanding of environmental, gender, human rights, and corruption issues.



National Kawula17 Survey

Quarterly survey to assess people's perception of current trending issues (especially environmental, gender, human rights, and corruption issues) and the government's performance.



Festival Rumah Kaca

Educational and participatory spaces for young people to understand issues, engage at their level of activism, and play an active role in driving policy change.

