



30 Jul 2016

Utusan Malaysia, Malaysia

Author: No author available • Section: Dlm Negeri • Page: 31 • Printed Size: 86.00cm²
Market: KL • Country: Malaysia • Photo: Full Color • Ad Value: MYR 1,699.73
PR value: MYR 5,099.19 • Item ID: MY0026631194

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Page 1 of 2

Ustaz Don ikon siri animasi keagamaan

KUALA LUMPUR 29 Julai - Tabung Perlindungan Hidupan Liar Sedunia (WWF) Malaysia melancarkan satu siri animasi alam sekitar berbentuk keagamaan yang bertajuk *'When We're Friends (WWF) with Nature'* kepada umum di sini hari ini.

Siri animasi tersebut disasarkan kepada golongan kanak-kanak dengan harapan ilmu tentang kepentingan menjaga alam sekitar dapat disebarkan, dibentuk dan disemai dalam diri mereka melalui konsep pendidikan secara santai.

Pengarah Eksekutif WWF Malaysia, Datuk Dr. Dionysius Sharma berkata, siri animasi sebanyak 13 siri itu akan me-

nemui penonton di TV Alhijrah dan Ustaz Don Daniyal Don Bijayed atau lebih dikenali sebagai Ustaz Don dipilih sebagai ikon dakwah untuk menarik perhatian penonton.

"Masyarakat melibat Ustaz Don sebagai pendakwah popular yang memiliki ilmu pengetahuan serta nilai karismatik yang unggul dalam diri beliau dan kebolehannya itu

adalah anugerah yang wajar dikongsi bersama.

"Pendekatan Ustaz Don sebagai watak utama dalam siri animasi berkenaan adalah sesuatu yang ideal untuk diaplikasikan di zaman ini," katanya di sini hari ini.





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Page 2 of 2

DISCOVERED

Industry: Entertainment , Leisure & Hobby > Animation

Category: Industry News

Brand: WWF

Company: World Wide Fund For Nature

Industry: Community Organisation & Charity > Community Organisation & Charity Corporate & Company

Category: Company News > Corporate Social Responsibility News

SUMMARIES

KUALA LUMPUR 29 Julai Tabung Perlindungan Hidupan Liar Sedunia (WWF) Malaysia melancarkan satu siri animasi alam sekitar berbentuk keagamaan yang bertajuk 'When We- 're Friends (WWF) with Nature' kepada umum di sini hari ini. Siri animasi tersebut disasarkan kepada golongan kanak-kanak dengan harapan ilmu tentang kepentingan menjaga alam sekitar dapat disebarkan, dibentuk dan disemai dalam diri mereka melalui konsep pendidikan secara santai. Pengarah Eksekutif WWF Malaysia, Datuk Dr.



Ustaz Don bantu sebar mesej lestari alam

Nadia Azam

29 Jul 2016, petang 3:36 (Dikemaskini 29 Jul 2016, petang 3:56)

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World Wide Fund for Nature-Malaysia (WWF-Malaysia) mengadun agama dan aspek pemuliharaan alam menerusi siri animasi untuk mendidik generasi muda.

Siri *When We're Friends (WWF) With Nature* itu dijayakan melalui usaha sama pertubuhan itu dengan anak syarikat Kolej Universiti Islam Antarabangsa Selangor, KUISCELL Sdn Bhd.

Menurut Pengarah Eksekutif WWF-Malaysia Datuk Dr Dionysius Sharma(*gambar*), pendekatan itu diambil kerana mereka percaya semua agama mengajarkan kebaikan kepada masyarakat.



“Dalam setiap ajaran agama masing-masing, penganut diajar agar mencintai ciptaan Tuhan. Justeru pendekatan inovatif dan keagamaan diambil dalam mendidik generasi muda.

“Dengan menggunakan pendedahan awal begitu, generasi muda diharap dapat melihat isu pemuliharaan alam sekitar dari perspektif lebih besar dan menjadikan ia sesuatu yang lebih berharga,” katanya.

Dionysius ditemui di sidang media pelancaran *WWF With Nature* di Auditorium WWF di Petaling Jaya hari ini.

Turut hadir, Ketua Pegawai Operasi KUISCELL Rozalafri Johori dan pengurus besar syarikat itu, Don Daniyal Don Biyajid - yang meminjamkan suaranya bagi watak Ustaz Don dalam siri animasi berkenaan.

Sementara itu Dionysius menafikan dakwaan pendekatan bukan keagamaan yang digunakan mereka selama ini tidak berkesan.

Sebaliknya, kata beliau elemen agama dianggap menjadi aspek sokongan dalam menyampaikan mesej yang mereka kehendaki.

Walaupun menggunakan Don Daniyal sebagai watak utama dalam siri berkenaan, mesej yang disampaikan tidak terhad kepada ajaran Islam semata-mata.

Beri jawapan setiap persoalan

Sebaliknya, ia turut mengambil inspirasi daripada ajaran utama di dunia seperti Buddha, Hindu dan Kristian.

Program itu dijangka menemui penonton penghujung tahun ini.

Sementara itu, Don Daniyal sempat menceritakan peranannya membawa watak Ustaz Don dalam siri animasi *WWF With Nature* kepada *Malaysiakini*.

Katanya, Ustaz Don bertanggungjawab memberi didikan moral kepada empat pelajar iaitu Aru (kanak-kanak beragama Hindu), Mimi (Buddha), Aman dan Sofya (Islam).

“Biasalah kanak-kanak sebaya mereka yang menjalani proses pembesaran, pasti banyak bertanya.

Kembara Ustaz Don dan tiga sahabat dalam animasi 'WWF with Nature'

By **Mohd Noor Affandi** - August 4, 2016

KUALA LUMPUR: World Wide Fund for Nature-Malaysia (WWF-Malaysia) telah bekerjasama dengan KUISCELL Sdn. Bhd. dalam menerbitkan siri animasi 'When We're Friends (WWF) with Nature' pada 29 Julai lalu.

Ia merupakan usaha pertama dalam menggabungkan agama dan pemuliharaan alam sekitar di Malaysia, sekali gus menandakan permulaan bagi siri animasi yang telah mendapat inspirasi daripada ajaran-ajaran dan nilai yang terdapat pada agama-agama utama di seluruh dunia.



Pengarah Eksekutif yang juga Ketua Pegawai Eksekutif WWF-Malaysia, Datuk Dr Dionysius Sharma berkata, pihaknya amat berbesar hati dapat bergabung tenaga bersama-sama KUISCELL dan menyebarkan ilmu tentang keutamaan agama dalam mementingkan penjagaan alam.

"Memandangkan semua orang dipertanggungjawab untuk menjaga alam sekitar, WWF with Nature mengamalkan pendekatan inovatif untuk mendidik generasi muda, generasi yang

akan mengemudi dunia pada masa akan datang.

"Dengan pembelajaran dan pendedahan awal yang berdasarkan pelbagai kepercayaan ini, kami berharap agar ia dapat membawa mereka melihat pemuliharaan alam sekitar dari perspektif yang lebih besar dan menjadi sesuatu yang berharga dalam kalangan masyarakat," katanya dalam satu kenyataan hari ini.

Dalam menjelaskan medium terkini, beliau berkata, animasi merupakan cara yang paling ideal untuk disasarkan kepada generasi muda kerana mereka mempunyai pengetahuan yang lebih mengenai teknologi dan mereka membesar dalam dunia digital.

"Ia juga menyumbang kepada kekurangan sumber material yang menghubungkan agama dan alam sekitar, sekali gus membuka peluang untuk mereka menjadi lebih bermotivasi dan serba tahu tentang alam sekitar.

"Mereka akan memahami alam sekitar berdasarkan pemahaman mereka dan juga dari sudut pandang agama.



Pengurus Besar, KUISCELL, Ustaz Don Daniyal Biyajid berkata, animasi adalah cara yang bijak dan inovatif dalam menarik perhatian kanak-kanak bagi memperkenalkan pembelajaran baharu terutamanya untuk memulihara alam sekitar, iaitu satu konsep yang

mungkin asing bagi mereka.

“Ia juga membantu mereka untuk memahami impak aktiviti manusia yang bmerbahaya terhadap alam sekitar.

“Dengan penekanan untuk merapatkan jurang antara aktiviti berbahaya dan alam sekitar ini, kanak-kanak akan lebih memahami kepentingan untuk menjaga alam sekitar.”

Dalam menyokong pembelajaran secara kreatif ini, Ustaz Don sendiri yang juga personaliti televisyen terkemuka akan menjadi salah satu watak utama siri animasi tersebut, dan akan meminjamkan suaranya dan memberi khidmat nasihat.

“WWF with Nature” mengetengahkan pengembaraan harian empat sekawan dalam memahami alam sekitar dan peranan sebagai penjaga alam sekitar. Ia diperkenalkan khusus untuk tenaga pengajar subjek keagamaan dan juga boleh digunakan sebagai alat untuk membantu pengajaran mahupun pengajaran tunggal di dalam kelas.

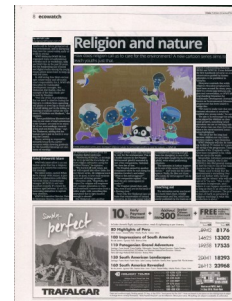
Para pakar bagi setiap agama utama telah dirujuk bagi menyatukan pemuliharaan alam sekitar dan nilai-nilai keagamaan.

Peneraju siri ini ialah buku ‘Islam, Wildlife Conservation and You’, iaitu buku yang diterbitkan oleh Institut Kefahaman Islam Malaysia (IKIM) dan WWF-Malaysia. Ia merupakan buku panduan pertama mengenai alam sekitar dan kesedaran serta penjagaan hidupan liar berdasarkan prinsip Islam yang diterbitkan di Malaysia dan ia turut menyampaikan peranan manusia dalam menjaga alam sekitar.

Pendekatan baharu ini diterajui oleh program Eko-Institut di WWF-Malaysia, dan sasarannya adalah untuk memberi inspirasi kepada Pendidikan Perguruan melalui pelaksanaan kokurikulum secara kreatif dan latihan perguruan kepada bakal pengajar dalam program Pendidikan untuk Pembangunan Lestari (ESD).

Guru pelatih diberi kuasa untuk mengambil tindakan dan mencari solusi mengenai isu-isu alam sekitar di sekitar kawasan kampus mereka. – Sarawakvoice.com

Headline	Religion and nature		
MediaTitle	The Star		
Date	23 Aug 2016	Color	Full Color
Section	StarTwo	Circulation	338,368
Page No	8	Readership	1,032,000
Language	English	ArticleSize	500 cm ²
Journalist	HAYLEY LIM	AdValue	RM 25,163
Frequency	Daily	PR Value	RM 75,489



Religion and nature

How does religion call us to care for the environment? A new cartoon series aims to teach youths just that.

By HAYLEY LIM

star2green@thestar.com.my

Youths will be future protectors of the environment, and so nurturing their love for conservation early on in life is crucial.

WWF-Malaysia (WWF-M) has organised many eco-educational activities such as workshops, talks and field trips in the past 20 years. But the burgeoning use of social and digital media among the young means green issues have to keep up with the times.

In addressing how Islam encourages conservation and advocates men's responsibility for it, WWF-M's Education for Sustainable Development manager, Nor Shidawati Abd Rashid, cites the example of the Hajj rituals performed by Muslims.

"Two out of the 13 prohibitions that we need to observe during the Hajj are, to refrain from uprooting any plants or trees big or small, and to avoid taking part in the killing or hunting of animals within the holy areas of Makkah and Madinah," she explains.

"These prohibitions illustrate that even in our state of total submission to the Creator, we need to be mindful of our surroundings, towards living and non-living things," says Nor Shidawati, adding that the human race is put on Earth to worship the Creator.

Hence, serving as responsible stewards towards the earth's resources while showing gratitude for His bountiful blessings are also forms of worship.

Kolej Universiti Islam

WWF-M's latest effort is an animation series that has a religious approach to convey the conservation message.

The debut series, named *When We're Friends With Nature*, is produced in collaboration with Kolej Universiti Islam Antarabangsa Selangor (KUISCELL) and was launched recently. It's meant for children aged between 11 and 15, harnessing animation to capture their attention.

WWF-M Executive Director, Dato Dr Dionysius Sharma, says the idea for animation is timely given the changing digital landscape.

"Partnering KUISCELL is strategic for us to spread the knowledge on how religion advocates caring for Mother Nature," he explains.

"We started off with Islam, but we will expand into other faiths for our future series. All religions teach us to be good, to love your environment and all living species."

Dionysius adds, "Hopefully, the respect for religion will empower our younger generation to view environmental conservation from a wider angle, with something like animation that is light-hearted enough to absorb."

Nor Shidawati cites another example where Islam calls Muslims to care for the environment. This is a hadith (quotes by the Prophet Muhammad (pbuh)) narrated by one of his companions, 'Abdullah ibn 'Amr ibn al-Aas.

The Prophet passed by another companion when he was doing his ablution (wudoo'), and asked, "What is this extravagance?"

The companion replied: "Can there be any extravagance in wudoo'?"

The Prophet (pbuh) then said, "Yes, even if you are on the bank of a flowing river."

From this, Nor Shidawati says we learn that conservation of natural resources, in this case water (which is considered a blessing and gift from the Almighty), is one of the key principles taught by the Prophet (pbuh), even when performing ablutions.

The narration is further supported by one of the verses from the Quran, "and waste not by extravagance. Verily, He likes not those who waste by extravagance" [al-An'am 6:141].

Teaching aid

The animation series was based

on a book titled *Islam, Wildlife Conservation and You*, which was jointly published by the Institute of

Islamic Understanding Malaysia (IKIM) and WWF-M. It was dubbed the first handbook (of sorts) on eco conservation guided by Islamic principles, to be published in Malaysia.

Dionysius contends that while religious education programmes have been around for many years, there is a recent gap between religion and conservation, so WWF-M's long-standing Education for Sustainable Development (formerly known as Environmental Education programme) has been tasked to bridge this.

"We want to make sure that environment education is creatively instilled into young minds," he says.

The aim is to encourage the series to be played for children as classroom projects, something which educators can use as teaching aids. The whole class can then find solutions to the environmental issues being highlighted.

"We are in for the long-haul because children are our future decision makers," says Dionysius.

WWF-Malaysia will also be meeting Al-Hijrah TV station for a possible airing of the programme. Three episodes of the 13-episode series have been completed to far, while the rest are in the works.

Meanwhile, television personality Ustaz Don Daniyal, who is also KUISCELL Sdn Bhd general manager, lent his voice to one of the main characters for the animation.

"Many used to think that the environment is something they need not bother with, because there will be 'others' who will take care of it," he says. "This is why education is important, and I believe it can happen anywhere, as long as there is an educator and an audience of learners. The protection of Earth as provided in religious teachings is what this production is about."

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A new animation series aims to impart religious values to encourage youths to care for nature. — WWF-M

VALUATOR

Company(Brand)	Mention	Tone	ROI
AHC - Islam and Religion (Islam and Religion)	5	0	RM 0
Institut Kefahaman Islam Malaysia (IKIM) (Institut Kefahaman Islam	1	0	RM 0
Selangor International Islamic University College (KUIS) (Kolej	1	0	RM 0
TV Al-Hijrah (TV Al-Hijrah)	1	0	RM 0
Universiti Islam Antarabangsa Malaysia (UIAM) (Universiti Islam	1	0	RM 0
World Wide Fund For Nature (WWF)	21	0	RM 0

GIST(ENGLISH)

Youths will be future protectors of the environment, and so nurturing their love for conservation early on in life is crucial. WWF-Malaysia (WWF-M) has organised many eco-educational activities such as workshops, talks and field trips in the past 20 years. But the burgeoning use of social and digital media among the young means green issues have to keep up with the times. .



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Learn about the environment with When We're Friends With Nature

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At the launch of the religion and animation series (from left): Nor Shidawati, Dionysius Sharma, Rozalafri Johori (of KUISCELL) and Ustaz Don Daniyal.

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Source : Star2.com

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