

Review of: “Handbook HiBBer (Hijau, Bersih dan Berkelanjutan)”, first edition, by Tatang Parjaman et al., Universitas Galuh, 2022

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The book was created by the task force of conservation and culture university. The book aims to give a guideline for academic community of Universitas Galuh in implementing a green campus (Parjaman et al., 2022). The book consists of 3 chapters: an introduction, an explanation of the work program, and strategic steps for the conservation and culture university. The first chapter, explained the background of the need for a green campus. Currently, many issues arouse in the world, such as climate change, population pressure, energy security, environmental damage, lack of water and food supplies, and development that has an impact on environmental damage. Afterwards, cultural perspective problems showed many legacies have been eroded by the spread of new cultures, the inconsistent Indonesian identity and local wisdom. Improvement of character and culture are necessary because human development is a factor that can affect environmental quality (Rahayu & Handri, 2023). On the basis of these problems, Universitas Galuh declared itself a "Conservation & Culture University" (C & C University) which has a vision of "Becoming a University of Excellence and with a Global Outlook in 2030" with the hope of being able to overcome current challenges.

In the early stages, to realize the C & C University, Universitas Galuh is trying to develop two main pillars which must be realized by all academic community of Universitas Galuh academic community. The two main pillars are 1) Natural Resources and environment; 2) the development of Galuh's cultural character and identity. Universitas Galuh has a motto in the spirit of implementing Conservation & Culture University, namely **HiBBer** which means Green (“**Hijau**”), Clean (“**Bersih**”), and Sustainable (“**Berkelanjutan**”). Green and clean denotes the pillar of conservation and character denotes the pillar of culture. Furthermore, The aim of the development of Universitas Galuh as a University with conservation and cultural are: (1) to participate in running government programs to manage natural resources; (2) to foster responsible mental attitude and behavior and motivate all academicians of Universitas Galuh to implement natural resource conservation and Galuh culture in their daily actions.

Universitas Galuh has been committed to become a campus that maintains preservation and development of natural resources and the environment, also the culture of Tatar Galuh. Commitment to acquire "C & C University" is expected to set a university off brand image as a characteristic and differentiator from other universities. Accordingly, Universitas Galuh can be widely recognized by the public. Establishing an environmentally sustainable brand image can be a driving force in environmental conservation efforts (Prados-Peña et al., 2019). In the process of implementing a conservation campus, Universitas Galuh has seven sub-pillars of conservation, which are as follows: (1) Conservation of biodiversity; (2) Green architecture and internal transportation systems; (3) Waste management; (4) Paperless policy; (5) Clean energy; (6) Ethical, artistic, and cultural conservation; (7) Conservation cadre.

The biodiversity conservation pillar program includes flora and fauna protection and preservation, nursery activities, planting and caring for plants, and biodiversity monitoring at

Universitas Galuh. Meanwhile, the green architecture pillar program and internal transportation system include: (1) building management in accordance with environmentally friendly principles; (2) environmentally friendly management of the campus environment; and (3) management of the internal transportation system for the Galuh University campus in accordance with environmentally friendly principles. The waste management pillar program is recognized by the following activities: (1) reuse of unused items; (2) reduction activities and/or objects that have the potential to generate waste; (3) recycling waste for reuse (recycle); (4) to restore the function of the facilities at Galuh University which have been reduced (recovery). Efforts to reduce, reuse, recycle, and recover (4R) can provide a more comprehensive waste treatment solution (Yu et al., 2021). The paperless policy pillar program is carried out by optimizing information technology-based systems, efficient paper use, recycled paper use, and use of environmentally friendly paper use.

The clean energy pillar program is carried out by: (1) reducing the use of electricity and fossil fuel-based devices by the energy use strategy; (2) developing campus facilities that support saving energy use; (3) using environmentally friendly renewable energy. The conservation cadre pillar program includes socialization, training, education, and activity implementation for academic community of Universitas Galuh in order to increase understanding, appreciation, and conservation-based actions. Cadre formation aims to increase awareness, especially in the academic community, to be more environmentally conscious. That is Because awareness is an aspect that needs to be considered in implementing environmental-based education in a sustainable manner (Kurniawan et al., 2019).

Several aspects will be worked on now and in the future (2045) to acknowledge a campus committed to natural resources and the environment, namely as follows: (1) Formulation of campus policies on a pro-conservation and cultural legal basis; (2) Realizing green architecture and internal campus transportation system; (3) Realizing a campus environment that is free from waste and trying to reduce the use of plastic; (4) Waste management, both organic and non-organic waste; (5) Construction of reservoirs on campus; (6) Creation of a horticultural plant nursery center; (7) Planting various flower plants as a supporting capacity for bee honey cultivation; (8) Development of various medicinal plants; (9) Development of Hydroponic Tourism Gardens; (10) Organizing exhibitions of conservation and cultural products; (11) Participate in Environment Day; (12) Providing awards for Conservation Activists.

The conservation spirit is comprised of eight conservation character values that Universitas Galuh, will instill as a sustainable educational institution. The eight conservation character values are: (1) Inspirational Value, means having ideas or ideas to act, doing something intentionally or unintentionally-, (2) Humanist Value, is the attitude of a person who respects other people, expects and fights for the realization of a better social life, based on the principles of humanity-, (3) Caring Values refers to environmental and social care, (4) Innovative Value, is the ability to utilize thoughts, imagination, stimulants, and the environment in producing new products (innovative nature)-, (5) Sportive values, means chivalrous, honest. Willing to admit superiority, strength, truth against or defeat, weakness., Own mistake., (6) Creative Value, means the ability to think or act to solve problems intelligently and do something to produce new ways or results from something you already have., (7) Honesty Value, is a behavior based on efforts to make oneself a person who can always be trusted in words, actions, and work-, (8) The value of Justice, refers to the nature of fair actions. Fair means not taking sides, and siding with what is right.

The following topic discusses a brand image of Universitas Galuh as culture university. Universitas Galuh as a character-building institution or community implements "Kagaluhan" character education. "Kagaluhan" is a local genius that contains the values of the Galuh (Ciamis Regency) people. The values of "Kagaluhan" consist of religious values, tolerance, discipline, hard work, creativity, independence, curiosity, the spirit of togetherness, love of the motherland, respect for achievement, communication, peace-loving, fondness of reading, caring for the environment, caring socially and being responsible. Good local cultural values can play a role in the country's social and economic

development (Papazoglou, 2019). The development of local culture in Indonesia cannot be separated from the social conditions of plural or multicultural Indonesian society.

The significance of multicultural aspects is because Indonesia has a rich cultural diversity. Indonesian must have a high level of tolerance for their cultural diversity. The government and the community must collaborate to become a bridge in cultural development and to maintain good communication in order to avoid conflicts. Its is strengthen that poor communication can exacerbate misunderstandings and lead to more serious issues (Kim & Kreps, 2020).

The last topic discusses the history and cultural heritage. History is concerned with our origins in order for us to understand who we are. By learning the history of our origins, we can reflect, evaluate, and take values from previous people for us to develop in our daily lives (Andresen et al., 2020). Universitas Galuh is located in Ciamis Regency where closely related to the history of the Galuh Kingdom. Ciamis Regency at that time was the capital of the Galuh kingdom (Widyonugrahanto et al., 2017). The cultural values adhered to originate from the identity of the Galuh community. Galuh culture consists of symbols, meanings, norms, and various histories attached to the people's identity. Identity is the result of thoughts, feelings, bodies, and how the role of each individual in their social community (Moeller & D'Ambrosio, 2019).

Chapter 2, it is explained explains concern on "Conservation & Culture University". This chapter is divided into two points: the field of conservation and the field of culture. Conservation and culture are two things that are closely related. In line with what was stated by Brosius & Hitchner (2010), the culture of a society is closely related to people's knowledge of how to live side by side with the natural surroundings. The way local people interact with nature produces a system that can maintain biodiversity.

The field of conservation consists of governance of campus infrastructure, energy and climate change, waste treatment, water management, transportation, and education & research. The infrastructure is designed to be more environmentally friendly, so that the campus area not only supports national intelligence but also supports environmental preservation. With the physical arrangement of the campus, it can support the vision and mission of an environmentally friendly university (Orenstein et al., 2019). The next field is culture, which includes galuh courses, "C & C University" socialization, galuh cultural identity training, cultural training, and seminars or various conferences related to culture. Various pieces of training and seminars can be conducted by inviting cultural experts. Participants are taught about the cultural values to which they adhere, and how to apply them in everyday life (Beaulieu et al., 2019).

Chapter 3 discusses strategic steps and goals for the development of C & C University. C & C University is implemented in five strategic steps: establishing partnerships, cadre C & C University, identifying and digitizing biodiversity in the campus environment, developing C & C University courses, and forming a C & C University Technical Implementation Unit. The target of the C & C University development strategy includes the entire Galuh University academic community and the community around the campus. The existence of comprehensive conservation and culture rules can make it easier for all actors to work together to implement C & C University. Bridgewater & Rotherham (2019) stated in their research that developing strategic steps related to conservation and culture can enhance the knowledge and ability of all actors to properly manage natural and cultural wealth.

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