

PHILIPPINES: THE TAÑON STRAIT

KNOWLEDGE EXCHANGE

1.1 IDENTIFY THE GLOBAL ENVIRONMENTAL GOAL

The global environmental goal in the Philippines was to strengthen the conservation, protection, and management of key marine biodiversity areas.

1.2 DEFINE THE INSTITUTIONAL CHALLENGE(S)

- » Weak environment for change: Lack of an integrated approach and weak coordination and communication among key stakeholders—such as the Protected Area Management Board, a multi-sectoral and decision-making body for each protected area; and the local government units—makes it difficult to settle territorial disagreements and work harmoniously to effectively manage and protect Tañon Strait.
- » Ineffective organizational arrangements: Insufficient funds and technical capacity of the Protected Area Office hinders the ability to lead and oversee the management of the Tañon Strait and to implement a coordinated social marketing strategy.

1.3 DETERMINE THE CHANGE OBJECTIVE(S)

Institutional Challenge

Lack of integrated development approach and weak coordination and communication among key stakeholders

Insufficient funds and technical capacity

Change Objective

Formalize partnerships among the 17 local government units, and other stakeholders in Tañon Strait.

Strengthen the capacity of Protected Area Office staff to coordinate, monitor efforts, and implement a strategy related to the protection of Tañon Strait.

2.1 IDENTIFY PARTICIPANT PROFILES

Representatives from key public agencies and non-governmental organizations involved in strengthening the implementation of the National Integrated Protected Areas System (NIPAS) Act and in promoting conservation measures and biodiversity in Tañon Strait such as the Project Management Unit of the SMARTSeas PH Project, local government units, Department of Environment and Natural Resources, Bureau of Fisheries and Aquatic Resources, RARE-Philippines, Protected Area Office, and others.

2.2 DETERMINE INTERMEDIATE OUTCOMES

- » **NEW KNOWLEDGE:** The local government units and Protected Area Office in Tañon Strait will (a) gain better understanding about planning an integrated approach for improved biodiversity management, (b) have greater confidence in their ability to draft and apply an integrated management plan, and (c) have increased understanding about implementing a management plan.
- » **IMPROVED CONSENSUS:** The Protected Area Office, local government units, and other stakeholders in Tañon Strait will reach agreement on a blueprint for implementing an integrated approach for effective management of protected areas, including the reactivation of the Protected Area Management Board.
- » **ENHANCED SKILLS:** The local government units and Protected Area Office will develop the required skills to plan and implement the social marketing strategy for a community education and public awareness campaign that will cover the whole Tañon Strait Protected Seascape.

2.3 IDENTIFY THE MOST APPROPRIATE KNOWLEDGE PROVIDERS

RARE-Philippines and the SMARTSeas Project Unit in collaboration with the Protected Area Office facilitated a series of exchanges focusing on technical aspects such as social marketing strategies and on ongoing dialogues to promote peer-to-peer learning among the 17 local government units.



3.1 SELECT THE PARTICIPANTS

Participants were selected based on their ability to implement the lessons learned in their own local government unit. These participants included:

- » Governors, municipality mayors, city mayors, and other local officials and technical staff, ranging from 2 to 5 participants from the 17 local government units;
- » Representatives (14 total) from RARE-Philippines – Tañon Strait Protected Seascape, Tañon Strait Protected Area Office, and Tañon Strait Protected Area Management Board;
- » Representatives (11 total) from Department of Energy and Natural Resources (Biodiversity Management Bureau and Region VII and VIII), SMARTSeas PH Project Management Unit, and Bureau of Fisheries and Aquatic Resources (Region VII and VIII).

3.2 VERIFY THE OBJECTIVE AND OUTCOMES

The change objectives and intermediate outcomes were still valid. The exchange was designed to help create an inspired and empowered fishing constituency, skilled managers and enforcers of marine protected areas, informed and proactive decision-makers, and influential supporters of regional and local efforts toward a more sustainable Tañon Strait.

3.3 ORGANIZE THE DESIGN AND DELIVERY TEAM

- » Supervision and technical assistance: Project Lead and Project Manager from the SMARTSeas Project Management Unit,
- » Facilitators and experts: RARE-Philippines,
- » Logistical support: Tañon Strait Protected Area Office.

3.4 ASSEMBLE THE KNOWLEDGE EXCHANGE

A. CONSIDER THE OPERATING CONSTRAINTS & OPPORTUNITIES



Budget: US\$70,000



Participant Mix: Public and community





























Timeframe: 1 year


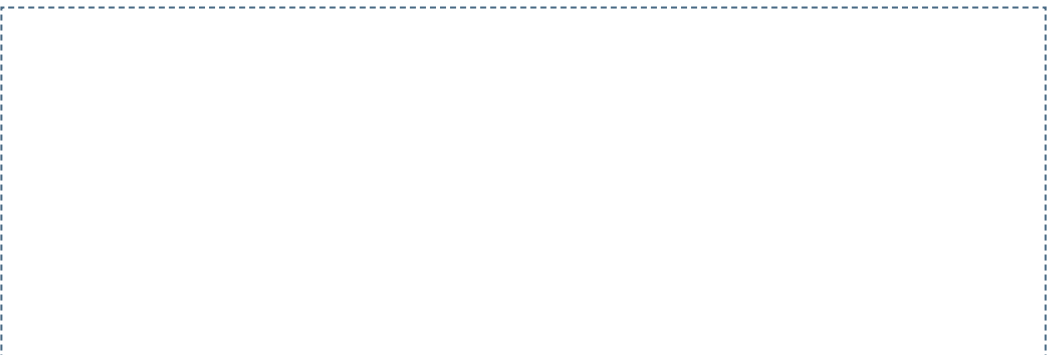



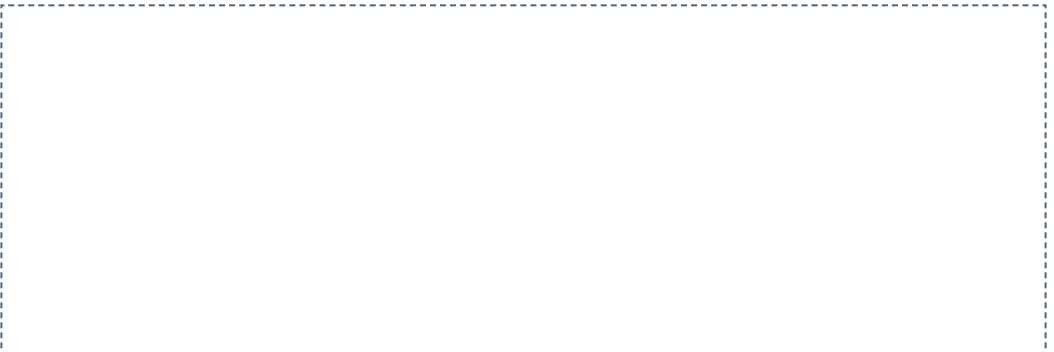


3.4 ASSEMBLE THE KNOWLEDGE EXCHANGE

B. BLEND AND SEQUENCE KNOWLEDGE EXCHANGE INSTRUMENT(S)

 COMMUNITY OF PRACTICE	 COMPETITION/ CHALLENGE	 CONFERENCE	 EXPERT VISIT	 KNOWLEDGE FAIR	
 KNOWLEDGE JAM	 MULTI-STAKEHOLDER DIALOGUE AND CONSULTATION	 STUDY TOUR	 TWINNING	 WORKSHOP	
					

C. SEQUENCE KNOWLEDGE EXCHANGE ACTIVITIES

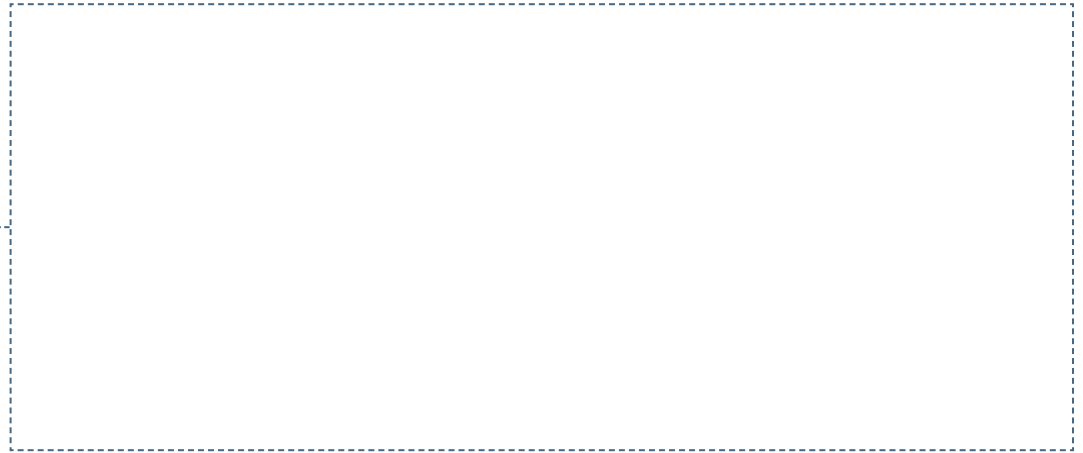
 ACTION PLANNING	 AFTER ACTION REVIEW	 ANECDOTE CIRCLE	 BRAINSTORMING	 BOOK SPRINT	 BUZZ SESSION	 DEMONSTRATION	 E-DISCUSSION	 FIELD VISIT
 FISHBOWL	 FOCUS GROUPS	 INTERVIEWS	 KNOWLEDGE CAFÉ	 LEARNING STATION	 LIGHTNING TALKS	 PANEL OF EXPERTS	 PEER ASSIST	 POSTER SESSION
 PRESENTATIONS	 ROLE PLAY	 SECONDMENT	 SELF ASSESSMENT	 SIMULATION	 STORYTELLING	 SURVEY	 SWOT ANALYSIS	

 Planning	
 Delivery	
 Follow Up	
 Planning	
 Delivery	
 Follow Up	

4. IMPLEMENT

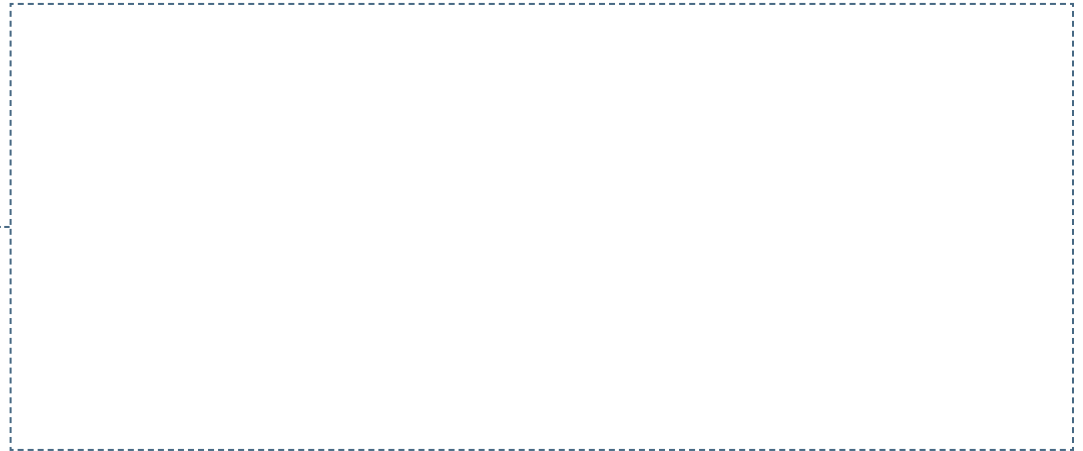
STEP 4.1 GUIDE THE PARTICIPANTS ALONG THEIR LEARNING JOURNEY

How can you facilitate a genuine learning experience for participants and empower them to act?



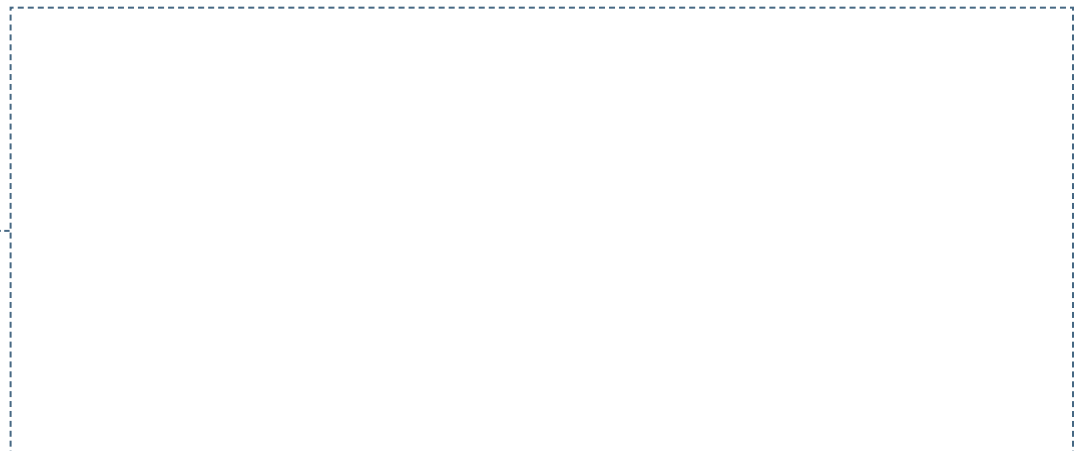
STEP 4.2 ORCHESTRATE ENGAGEMENT AND BUILD RELATIONSHIPS

How can you ensure participant needs are being met?
How can participants support one another and become collaborators for change?



STEP 4.3 DOCUMENT IMPLEMENTATION AND TRACK RESULTS

How can you adjust to necessary changes in direction?
How can you track these changes?
How can you capture real-time evidence of results?



STEP 5: MEASURE & REPORT



5. MEASURE & REPORT RESULTS

STEP 5.1 SYNTHESIZE IMPLEMENTATION DATA

What did you learn during the knowledge exchange process?

STEP 5.2 MEASURE RESULTS

Did the exchange build the capacity, confidence and/or conviction of participants to act?

Did the exchange influence results at the institutional and systemic levels?

Measure Achievement of Intermediate Outcomes

Assess Progress on the Change Objective

Assess Design and Implementation

STEP 5.3 REPORT RESULTS

Identify the Audience and Define the Goals

What results should you highlight for different audiences?

How can you disseminate results?

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|---|--|--|---------------------------------------|--------------------------------|
| <input type="checkbox"/> Summary Report | <input type="checkbox"/> Memo | <input type="checkbox"/> Presentation | <input type="checkbox"/> Blog Posting | <input type="checkbox"/> Other |
| <input type="checkbox"/> Final Report | <input type="checkbox"/> Briefing | <input type="checkbox"/> Webinar | <input type="checkbox"/> Email | |
| <input type="checkbox"/> Results Story | <input type="checkbox"/> Press Release | <input type="checkbox"/> Facebook Page | <input type="checkbox"/> Webpage | |

END ONE JOURNEY...BEGIN THE NEXT

