

FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Name: Conservation International

Project Title: Launching of the Philippine Biodiversity Conservation Priority-setting Program products and the National Geographic July 2002 Issue

Project Dates: July 2002 – October 2002

Date of Report: February 10, 2003

II. OPENING REMARKS

Provide any opening remarks that may assist in the review of this report.

The Philippine Biodiversity Conservation Priority-setting Program (PBCPP) were convened by Conservation International Philippines, the Protected Areas and Wildlife Bureau of the Department of Environment and Natural Resources (PAWB-DENR) and the Biodiversity Conservation Program of the University of the Philippines Center of Integrative and Development Studies (BCP UP-CIDS). A national workshop was held in December 2000 where 206 priority areas for biodiversity conservation in the country were identified. The result of the workshop is contained in the three products: a final technical report, a two-sided colored map and a CD-ROM.

The CEPF Ecosystem Profile for the Philippine Hotspot was prepared based on the results of the Philippine Biodiversity Conservation Priority-Setting Program (PBCPP).

The products were launched in a formal affair last Sept. 12, 2002. An exhibit featuring pictures from article "Hotspots: the Philippines" in the National Geographic July 2002 issue and other posters and pictures on the unique Philippine Biodiversity from CI-Philippines and PAWB DENR were also part of the launching activity.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: *Increase the awareness of the critical mass of biodiversity advocates concerning the need to work together toward the conservation of the 206 priority areas through the adoption of the recommendations and strategic actions needed to protect biodiversity in these areas.*

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
<i>At least five NGOs/Academic institutions collaborate with the DENR in the conservation and protection of at least five of the identified priority areas by 2003.</i>	Accomplished. Details available upon request.
<i>At least five proposals related to the biodiversity conservation focusing on the priority areas are submitted to CEPF and other funding institutions by NGOs and/or Peoples Organizations by 2003</i>	To date, at least 5 non-CI NGOs have submitted proposal to CEPF that address conservation issues in PBCPP priority areas. These NGOs include the Palawan Conservation Corp., the Environmental Legal Assistance Center, the Cagayan Valley People for Progress and Development, and

	the Mindanao Environment Forum.
<i>PBCPP output and products featured in at least three tri-media news features a week after the presentation to the media</i>	Three national newspapers featured the PBCPP launching and products: The Malaya, The Philippine Star and Today.

Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

The launching activity provided the venue for individuals, organizations and other potential partners in biodiversity conservation to be made aware of the identified conservation priority areas in the Philippines and the information about these areas contained in the PBCPP datasets. This information will be used to foster partnerships within the conservation community and provide the focus and direction for future conservation work in the country.

Were there any unexpected impacts (positive or negative)?

The impact was positive as expected, but the demand for the PBCPP products exceeded expectations. This was particularly true of the Department of Local Government and National Economic Development Agency who wish to distribute the PBCPP information to their offices down to the municipal level in support of better “bottom up” development planning.

IV. PROJECT OUTPUTS

Project Outputs:

1. Key Organizations/personalities are invited and attend formal launching of the PBCPP outputs including the media presentation and initial distribution of 500 copies of the PBCPP products completed.
2. Exhibit on the National Geographic Issue July 2002 Issue and unique Philippine Biodiversity developed and displayed.

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1:	
<i>1150 invitations are sent out to the Government Organizations, Diplomatic Corps, Academe, NGOs, Private Sector, and Donors 2 weeks prior to the formal launching of the PBCPP products.</i>	A total of 1000 guests were identified and invited. These were from Government Organizations, Diplomatic Corps, Academe, Non-government Organizations, private sectors and donors. Invitations were sent through mail, courier and fax.
<i>A significant number of influential invited guests attend the formal launching.</i>	359 guests (based on the guest list) confirmed and attended the event at the Shangrila Hotel in Manila. Attendees represented mainly donors, government agencies and non-government organizations, including other organizations that played a key role in the PBCPP.
<i>Media representatives attend the presentation and publicize the event and the PBCPP findings to the Philippine public.</i>	CI-Philippine staff arranged and invited press people to attend a press briefing at the conference room of the DENR Secretary's office. Key media representatives, including

	<p>at least 30 journalists from print, radio and TV.</p> <p>Three national papers (Malaya, 9/19/02); Philippine Star and Today carried the story of the press launch.</p>
<p><i>500 initial copies of the PBCPP products are distributed to the different stakeholders attending the launching by the end of August 2002.</i></p>	<p>Phil-DC based staff coordinated with technical departments within CI-DC to complete the PBCPP maps and ensure the completion and delivery of at least 500 copies of the maps to CI-Philippines in time for the launching.</p> <p>More than 300 copies of the PBCPP products were distributed during the press briefing and launching. The PBCPP products distributed were the map, final technical report and CD Rom. Thirty copies were given to media representatives at the press briefing and approximately 350 sets went to those who attended the launching including copies of the July 2002 National Geographic.</p>
<p>Output 2:</p> <p><i>A collection of pictures taken by the National Geographic team for the July 2002 issue exhibited during the formal launch, and photographer invited to attend as special guest.</i></p> <p><i>At least 20 pictures taken by Conservation International Philippines and partners featuring unique Philippine Biodiversity exhibited during the formal launch.</i></p>	<p>National Geographic with close coordination with Philippines program DC-based staff identified and packaged 25 pictures taken by nature photographer Tim Laman. These were shipped to Manila for exhibit framing and were sent to CI-Philippines.</p> <p>The launch committee identified and chose 20 pictures from CI-Philippines and DENR to be part of the exhibit.</p> <p>The 25 pictures were displayed at a photo exhibit that ran for 1 week (September 12-17, 2002) on the 3rd Floor of the Shangri-la Mall in Mandaluyong City. The photo exhibit also included 20 pictures from CI and partners.</p> <p>Prior to the launching of the PBCPP products, the exhibit was formally opened by then DENR Secretary and senior CI representative from DC.</p>

Describe the success of the project in terms of delivering the intended outputs.

All the project outputs were delivered, although impact fell short of what was intended. Specifically, fewer guests attended Launch events and fewer PBCPP products were distributed than anticipated. The latter was dependent on the number of guests attending.

Were any outputs unrealized? If so, how has this affected the overall impact of the project?

Attendance of guests was below what was expected. The President was also not able to attend the activity because of heightened security concerns. We believe the profile of the event and its impact would have been much greater if the president had publicly endorsed the PBCPP products/outputs. However, the launching activity still enlightened the conservation community and the general public concerning the importance of the conservation priority areas and how the PBCPP products can be used to enhance conservation work and initiatives in the Philippines.

V. SAFEGUARD POLICY ASSESSMENTS

Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.

Not Applicable

VI. LESSONS LEARNED FROM THE PROJECT

Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.

We learned that when working with a government agency on publicity-related materials and events, it is necessary to maintain a strong element of control. We learned that in order to keep partnerships equal we need to be more assertive in insisting that decisions concerning events (e.g. press releases and press conferences) are made jointly, rather than unilaterally by our partners – and that we may have to be quite aggressive / proactive in order to achieve this when working with government agencies.

Project Design Process: (aspects of the project design that contributed to its success/failure)

Greater media relations and event management capacity should have been included in the project design.

Project Execution: (aspects of the project execution that contributed to its success/failure)

Lack of coordination and a failure to successfully manage high-level relationships with government officials in the days leading up to the Launch event reduced the project's impact.

VII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

None to report.

For more information about this project, please contact:

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