

# INTERNATIONAL SYMPOSIUM ON CAPACITY BUILDING FOR SUSTAINABLE OCEANS

19-20 JULY 2016 | THE CAPITOL HOTEL TOKYU | TOKYO, JAPAN

## SESSION ONE: FISHERIES MANAGEMENT

Photo credit: Nick Hall

### **Panabo City Pride Campaign**

#### **Panabo City, Davao Gulf of Mindanao, Philippines**

##### **1) What is the focus of this project?**

Pride Campaigns encourage behavior change in favor of conservation and sustainable fisheries management, including the management of Marine Protected Areas (MPA) and improved community fishery practices. The goal of the Panabo City Pride Campaign is to inspire local fishers to change their current activities in order to better manage their marine resources, including in the Cagangohan Fish Sanctuary.

Panabo City, as part of the Davao Gulf, is one of the priority areas for marine biodiversity conservation in the Sulu-Sulawesi Marine Eco-region, and among the major fishing grounds in the Philippines.

##### **2) Which organizations and other partners are involved?**

The lead organization is Rare, a conservation organization that has trained Conservation Fellows and implemented campaigns in more than 50 countries. In the Philippines, Rare focuses on near-shore fisheries management in partnerships with local governments and institutions. Rare's global Fish Forever program is currently being implemented in 20 coastal municipalities in the Philippines, and Panabo City is one of Rare's 13 Pride Campaign sites for sustainable fishing in the country.

Rare partnered with the Davao del Norte State College (DNSC) to implement the Panabo City Pride Campaign. DNSC created a project team including the Local Government Unit of Panabo City, and various Barangay Councils. The team was led by DNSC Conservation Fellow, Dr. Girley Gumanao, and supervised by DNSC President, Dr. Jonathan Bayogan and Local Government Unit of Panabo City agriculturist, Alejandro Mayato.

##### **3) What activities or tools have proven successful in building capacity?**

As one of Rare's Conservation Fellows, Dr. Girley Gumanao underwent a two-year training course on communication and the implementation of Pride Campaigns. She then trained and mobilized a group of community leaders, youth, students, law enforcers, and other stakeholders in Panabo.

Dr. Gumanao, a marine biologist and professor, is regarded as a technical expert and respected community leader in Panabo City. However, in order to reverse the decline of marine resources, she not only required science and policy expertise, but more importantly she needed to involve the community and change their

behavior towards their resources. Her training under Rare, led to two significant results:

- i. To complement her technical expertise, Dr. Gumanao was equipped to run behavior change campaigns using social marketing that resulted in the increase of community knowledge and understanding of better fisheries management. The Panabo City Pride Campaign thereby enhanced fishers' self-awareness and subsequently increased their compliance with fish sanctuary rules and regulations, the cornerstone of sustainable fishing in Panabo City.
- ii. The community also benefitted from Dr. Gumanao's training as she shared what she learnt with a wide group of local stakeholders. It is evident that stronger capacity and a more coherent constituency were built among the coastal and academic communities during the campaign

**4) What challenges have been experienced, specifically related to maintaining a focus on capacity building and/or replicating the project in other areas?**

Despite her strong motivation and influence, Dr. Gumanao faced challenges in convincing some constituents of the long-term value of the campaign's interventions, and in replicating the program outside the original focal site.

**5) What are the next steps for the project?**

DNSC has fully evolved from its origins as a fisheries school to become a college that today offers a number of courses and programs in collaboration with reputable conservation organizations. It remains focused on fisheries programs but will now incorporate a behavior change approach towards fisheries management, directly drawing on the lessons learned by Dr. Gumanao during her own training with Rare.

DNSC and Rare are currently exploring the development of a Special Fisheries Program (Marine Conservation and Fisheries Management) that will capacitate and support local conservation leaders using alternative modes of learning and/or formal education.

<http://www.rare.org/>  
<http://dnsc.edu.ph/>

