



Republic of the Philippines  
Department of Environment and Natural Resources  
**FOREST MANAGEMENT BUREAU**  
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## MEMORANDUM

FOR : The Regional Executive Directors  
DENR Regions 1-13 and CAR, except NCR

ATTENTION : The Regional CBFM Coordinators

FROM : The OIC-Assistant Secretary for Field Operations – Western Mindanao  
and Director, in concurrent capacity

SUBJECT : **DESIGN FOR THE CONDUCT OF MULTI-STAKEHOLDER  
REGIONAL ACTION AND COMMUNICATION PLANNING IN  
SUPPORT FOR THE UPDATED CBFM STRATEGIC PLAN CYs  
2023-2032**

DATE : JUL 26 2023



This pertains to the Memorandum from the Undersecretary for Legal and Administration dated 13 February 2023 regarding to the “Approved CY 2023 CBFM-CARP Projects and Related Activities Under CY 2023 Agrarian Reform Fund (101)” in your respective regions. In the said Memorandum, all Regions have been provided funds for the Conduct of Multi-Stakeholder Regional Action and Communication Planning in support for the Updated CBFM Strategic Plan CYs 2023-2032, which shall be supported by the Assisting Professional (AP) to be hired by FMB. Please be informed that we have hired the said AP in the person of Ms. Janet B. Martires, and she had already submitted her proposed design for the said activity. The same has already been discussed with your respective Regional CBFM Coordinators on 10 July 2023.

Relative thereto, we are pleased to provide you the Activity Design for the Conduct of Multi-Stakeholder Regional Action and Communication Planning (**Annex A**) in support for the Updated CBFM Strategic Plan CYs 2023-2032, which you will be using in your respective procurement processes. The design has two (2) version of Program, one with 3-days activity while the other version is 4-days activity with expanded number of stakeholders to be invited. The latter version (Annex B) can be used by the Regions if they will use additional funds from their savings from the CBFM-CARP activities including allocating one of the two regional targets under Organizational and Enterprise Development Skills Enhancement. Please be informed that the Regions are allowed to use funds from the Organizational and Enterprise Development Skills Enhancement as the activity is designed to include capacity building on Forestry Investment Portal (FIP) and communication planning.

Kindly be reminded further that since the budget for the activity is downloaded to the Regions, the Regions are expected to conduct preparatory activities including issuance of



Regional Special Order, the procurement for the meals and accommodation on the actual regional action and communication planning, invitation of the selected CBFM-POs and other related stakeholders such as representatives from other regional/provincial government agencies, local government units, non-government agencies, among others as provided in the attached activity design. For the FMB representatives attending the said activity, there are two personnel from the Community Forestry Section, one representative from the Forest Investment Development Division (FIDD), one representative from the DENR CARP National Coordinating Office and the team of the Assisting Professional who includes two Resource Persons and a documenter. In addition, please also be informed that during the meeting with your respective Regional CBFM Coordinators on 10 July 2023, we have already determined the tentative schedule of the Regional Action and Communication Planning Workshop, as follows:

<b>Region</b>	<b>Tentative Schedule</b>
Cordillera Administrative Region	August 22-25, 2023
Region 1	August 14-18, 2023
Region 2	November 20-24, 2023
Region 3	December 4-8, 2023
Region 4A (CALABARZON)	August 7-11, 2023
Region 4B (MIMAROPA)	August 28-September 1, 2023
Region 5	September 4-8, 2023
Region 6	September 11-15, 2023
Region 7	December 11-15, 2023
Region 8	September 25-29, 2023
Region 9	October 23-27, 2023
Region 10	October 9-13, 2023
Region 11	October 2-6, 2023
Region 12	November 13-17, 2023
Region 13	October 16-20, 2023

Further, in case there will be conflict with other activities of the Region or the DENR, the Region may reschedule the activity but the schedule of the other Regions shall be unaffected as we only have one Assisting Professional. This Office is allowing the Assisting Professional with our Community Forestry Section staff to directly coordinate with your respective Regional CBFM Coordinator for the necessary preparation for the activity including scheduling.

FOR INFORMATION, GUIDANCE AND APPROPRIATE ACTION, PLEASE.

  
ARLEIGH J. ADORABLE, CESO III

cc : *The Undersecretary for Policy, Planning and International Affairs*  
*The Undersecretary for Field Operations-Luzon, Visayas and Environment*  
*The Undersecretary for Field Operations-Mindanao*  
*The National Coordinator, DENR CARP national Coordinating Office*

**MULTI-STAKEHOLDER REGIONAL ACTION AND COMMUNICATION  
PLANNING IN SUPPORT FOR THE UPDATED CBFM STRATEGIC PLAN CYs  
2023-2032**

**Planning Workshop Design**

**Objectives:**

At the end of four days, the participants from the Region are able to come-up with a well-thought-out, collectively agreed-upon and consolidated Regional CBFM Action Plan and Communication Plan, both anchored on the CBFM Strategic Plan for CY 2023-2032.

Using the CBFM Strategic Plan for 2023-2032 as the main basis, this workshop shall:

1. Draw out ideas and agreements from various stakeholders on specific CBFM targets, actions and finances at the regional level for the next 10 years;
2. Identify CBFM-related communication needs of specific sectors, and their corresponding approaches and channels; and
3. Determine roles and tasks of the various CBFM stakeholders in the region in the implementation of the 10-year Regional Action Plan and Communication Plan.

**Expected Outputs**

It must be expected that through this workshop, the following will be delivered:

- a. Within the workshop period
  - i. CBFM Regional Action Plan for 2023-2032
  - ii. CBFM Regional Communication Plan
- b. After the workshop
  - i. Collated 15 Regional Action Plans and Regional Communication Plans
  - ii. Commitment of the stakeholders to the Regional plans

**Participants**

Participants in this workshop shall include the:

- a. Regional CBFM-PO Federation officers and representatives of selected primary CBFM-POs.
- b. CBFM Coordinators at the Regional, Provincial and CENRO levels.
- c. Regional Planning and Management Service (PMS)
- d. Regional Conservation and Development Division Chief (CDD)
- e. Regional Strategic Communications and Initiatives (RSCI) Officer
- f. Selected LGU Municipal Environment and Natural Resource Officers (MENROs) and/or Municipal Planning and Development Officers (MPDOs) from municipalities with the most number of CBFM areas or timberland



- g. NCIP representative
- h. Support Groups (local: NGOs, State Universities and Colleges (SUCs) offering Forestry or Environmental Science/Planning, business)
- i. Representatives of Other Government Agencies (OGAs) like the Regional or Provincial Department of Trade and Industries (DTI), Regional or Provincial Agriculture Office (R/PAO), local Department of Science and Technology (DOST), Technical Education and Skills Development Authority (TESDA), among others.

## **Methodologies**

The workshop facilitators shall ensure a participatory process in coming up with a Regional Action Plan and a Communication Plan for the Region. Small group discussions and plenary presentations shall be held to ensure that everybody is given the chance to speak and be heard.

Options for group workshops:

- Option #1: Sectoral, i.e. CBFM-POs, DENR, Support Groups
- Option #2: Multisectoral, each group will have representatives from each sector.
- Option #3: Breakout for virtual participants

Option #1 has been proven in last year's series of Strategic Planning Consultation-Workshops to be truly effective in getting every PO representative to speak. Option #2 will allow a healthy exchange of ideas among the representatives from different sectors. The group facilitators will make sure that every sector is heard in the small groups.

A Day 0 will help in ensuring that all expected participants are in the workshop venue before the planning session begins. The day shall also be used for the meeting of the Regional CBFM-PO Federation Officers and for the preparation of the presentation materials for the following day.

## **Charges for the Workshop**

The workshop has an allocation of funds at the DENR Regional Office particularly for a 3-day Regional Action Planning and Communication Planning Workshop, alongside two Capability Development (training) events for CY 2023. While some regions have already used their budgets for Capability Development, those with savings and/or existing funds for at least one target but unaccomplished training are encouraged to use these funds to finance:

- a) An extra day (i.e., Day 4) of full session, thus, avoiding extra session hours daily, and/or
- b) Additional representatives, especially: CBFM-PO unprioritized CBFM-PO leaders; selected CENRO CBFM Coordinators with the most number of CBFM areas; and Support Groups. The number of extra slots shall be dependent on the cost of accommodations and other expenses for each individual participant.

Those without savings or have consumed the budgets for Capability Development may use the design for three days with extra overtime sessions.

### What to bring to the Workshop

Participants shall bring along some plans that this Action Plan will refer from. The Regional BFM Coordinator is the best person to collect them. These will include: (a) copy of the CBFM-POs' CRMFs, (b) ADSPP of every CADT holder in the region, especially those where non-IP CBFM-POs are also located; (c) Municipal DRRMP, LCCAP FLUP, and CLUP; and (d) UWM and Communication Plan of the DENR Regional Office, if any.

### Flow of Sessions

There are two versions of this workshop attached hereto. The first version is a 3-day design, while the second one is a 4-day design. The sessions in both versions shall flow in this order:

1. Introduction – Opening Program, Updates re Regional CBFM, Updates re Regional CBFM-PO Federation
2. The Regional CBFM Action Plan for 2023-2032 – Summary of the new Strategic Plan; Translating the National Objectives to Regional Objectives, Strategy-by-Strategy workshop
3. The Regional CBFM Communication Plan for 2023-2032 - inputs/lectures about Communication Plan, Importance in CBFM, Process, Elements, formulation of the plan (workshop)
4. Way Forward
5. Closing

### Version 1: Three-day design

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
<b>Day 0</b> 2pm onwards	Registration and billeting	Registration Distribution of kits	Regional Secretariat	Registration forms in google and print-out
4:00-6:00	CBFM-PO Regional Federation meeting	Meeting	Regional CBFM-PO Head	Space for meeting Board/Kraft papers Pentelpens
<b>Day 1</b> 8:00-8:30	<b>Opening Program</b> Invocation Pabansang Awit ng Pilipinas Recognition of participants Opening and Inspirational Messages	Formal program	Regional Host  RED/ARD TS CDD Chief	Programme



Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	Rationale, Objectives of the Workshop  Sessions in the Workshop Norms Setting Batch Photo Session		CFS or CDD Chief  Facilitator	
8:30-8:50	Regional Updates on CBFM initiatives	Presentation	Reg'l. CBFM Coordinator/CDD Chief	Powerpoint ; Short Video
8:50-9:10	Regional CBFM-PO Federation updates	Presentation	Regional CBFM - PO Fed. Head	powerpoint
9:10-9:30	<b>Part 1. The Regional CBFM Action Plan for 2023-2032</b>  <b>The New CBFM Strategic Plan (2023-2032)</b> Users and Uses Alignment with Development Frameworks and Plans The Vision and Mission Statements Principles Objectives The Key Strategies	Presentation	Facilitator; CFS	Powerpoints Copy in the kit
9:30-11:00	<b>Regional Objectives Setting</b> ➤ making SMART regional objectives  Groups: DENR, CBFM-POs, Support Groups	Small group workshop	Participants Facilitators CFS Documenters	Areas/Spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops
11:00-12:00	Presentation of outputs Agreements setting	Plenary presentation	Group presenters	
12:00-1:00	<i>Lunch break</i>			
1:00-1:10	Opening the PM session		Facilitator + Host	
1:10-1:40	<b>The Strategies, Substrategies and OVIs</b>  <b>A. Strategies 1 and 2</b> ➤ Strategy 1: Community development planning (CDP) ➤ Strategy 2: Capacity development  Instructions to Workshop #1	Presentation	Facilitator or CFS #1	

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
1:40-3:30	<p>Workshop #1: <u>Our Actions for 2023-2032 Strategies 1 and 2</u></p> <p>Group 1: Strategy #1 Groups 2, 3 &amp; 4: Strategy #2,</p> <ul style="list-style-type: none"> <li>○ substrategies 2.2, 2.3, 2.5</li> <li>○ substrategies 2.1, 2.4, 2.7</li> <li>○ substrategies 2.6, 2.8</li> </ul> <p><u>Substrategies of Strategy 2:</u></p> <p>2.1 Community Organizing 2.2 Capacity assessment of POs/communities 2.3 Designing and implementing appropriate, gender-inclusive and progressive capacity-building programs 2.4 Capacity-building of CBFM-POs with necessary organizational systems 2.5 Incentivizing communities. 2.6 Establishing and institutionalizing the CBFM Academy. 2.7 Making the CBFM-PO Federations more effective and relevant 2.8 Resource mobilization and linkage building</p>	Small group workshop	Facilitators CFS Group Documenters	<p>Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops</p>
3:30-4:30	<p>Presentation of workshop #1 outputs Open Forum and agreements setting</p>	Plenary presentations	<p>Group presenters Facilitator</p>	Group outputs
4:30-4:40	Presentation of agreements for Strategies 1 and 2	Presentation	Facilitator	
4:40-6:30	The DENR-FMB Forestry Investment Portal, Supporting CBFM	Presentation Demonstration Hands-on	FIDD	
6:00-onwards	<p>Closing the day Instructions for Day 2 Dinner Rest</p>			
<b>Day 2</b>			Day 2 Host	
8:00-8:15	Opening Day 2			
8:15-8:30	Recap of day 1 What's Up for Day 2		Facilitator	
8:30-9:00	<b>B. Strategies 3 and 4</b>	Presentation	Facilitator or CFS #2	

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	<ul style="list-style-type: none"> <li>➤ Strategy 3: Livelihoods and enterprise development;</li> <li>➤ Strategy 4: Climate resilient forest ecosystem management, rehabilitation, regeneration, protection, conservation, restoration, production and utilization</li> </ul>			
9:00-11:00	<p>Workshop #2: <u>Our Actions for 2023-2032 Strategies 3 and 4</u></p> <p>Grp 1: Strategy 3, 4 substrategies  Grp2: Strat 2; substrats 4.1, 4.2  Grp 3: Strat 2; substrats 4.3, 4.4 &amp; 4.6  Grp 4: Strat 2, substrats 4.5, 4.7</p> <p><u>Substrategies of Strategy 4:</u>  4.1 Participatory Assessment on risks/vulnerabilities, resources and biodiversity condition  4.2 Increasing capacity of communities on climate-resilient forest ecosystems management  4.3 Mainstreaming best Agroforestry-based climate change adaptation and mitigation strategies.  4.4 Creating innovative models in forest ecosystems protection  4.5 Establishing carbon pools for carbon trading  4.6 Forming &amp; strengthening forest protection structures  4.7 Climate financing, PES and establishing safeguards</p>	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops
11:00-12:00	Presentation of outputs Open forum	Plenary presentations	Facilitator	
12:00-1:00	Lunch break			



Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
1:00-1:10	Opening the PM session; energizer		Host	
1:10-1:20	Presentation of agreements for Strategies 3 and 4	Presentation	Facilitator	
1:20-1:40	<b>C. Strategy 5</b> Strategy 5: Mechanisms towards sustainable and institutionalized CBFM Program	Presentation	Facilitator or CFS #3	
1:40-3:30	Workshop #3. <u>Our Actions for 2023-2032 Strategy 5</u>  Group 1: substrats 5.1 and 5.4 Group 2: substrats 5.2 and 5.6 Group 3: substrats 5.3 and 5.5  <u>Substrategies of Strategy 5</u> 5.1 Harnessing active engagement of various stakeholders in CBFM implementation 5.2 Providing institutional support system for CBFM implementation 5.3 Promoting policies and guidelines favorable to CBFM 5.4 Continuing DENR and NCIP dialogues, meetings and setting of agreements 5.5 CBFM Knowledge Management 5.6 Making institutional structure and mechanisms more responsive to CBFM implementation	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops
3:30-4:15	Presentation of outputs Open forum	Plenary presentations	Facilitator	
4:15-4:25	Presentation of agreements for Strategy 5	Presentation	Facilitator	
4:25-4:30	Exercise on Communication	SLE	Facilitator	
4:30-6:00	<b>Part 2. CBFM Communication Plan</b>  <b>Planning Before we Communicate</b> ➤ Communication Plan: Concept ➤ Importance in CBFM ➤ Elements of the Plan	Discussion	Ms. Marlea Muñoz or RP	

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	➤ Steps in communication planning Template			
6:30-onwards	Closing the day Instructions for Day 2 Dinner Rest			
<b>Day 3</b> 8:00-8:15	Opening Day 3		Day 3 Host	
8:15-8:30	Recap of day 1 What's Up for Day 3		Facilitator	
8:30-10:00	Defining Communication Objectives  Understanding Target Audiences/Sectors  Communication Channels ➤ Different channels of communication ➤ Advantages & disadvantages  Developing Messages ➤ What is an "effective/good message" ➤ Creating an "effective/good messages"  Using the template	Discussion Lecture Demonstration examples	RP	
9:30-12:00	Workshop #4: <u>The CBFM 2023-2032 Communication Plan</u>  4.1 Defining our communication objective/s 4.2 Identifying and understanding target audiences/sectors 4.3 determining channels to use 4.4 Crafting key messages 4.5 timelining 4.6 roles and tasking  Note: 5 groups Grp 1: Vision, Mission, Objectives, Strategy 1	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops



Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	Group 2: Strategy 2 Group 3: Strategy 3 Group 4: Strategy 4 Group 5: Strategy 5			
12:00-1:00	Lunch break			
1:00-1:10	Opening the afternoon session			
1:10-1:30	Monitoring and Evaluating Communication	Discussion Lecture examples	RP	
1:30-2:30	Finishing the outputs; preparation for plenary presentation		Groups	
2:30-4:00	Presentation of outputs Open forum	Plenary presentation	Group presenters	
4:00-4:15	Consolidated Key points of the Regional Communication Plan	Presentation	Facilitator or CFS	
4:15-4:30	Wayforward	Lecture		
4:30-4:45	Synthesis	Lecture		
4:45-5:30	Closing Program		Host	

### Version 2: Four-day design

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
<b>Day 0</b> 2pm onwards	Registration and billeting	Registration Distribution of kits	Regional Secretariat	Registration forms in google and print-out
4:00-6:00	CBFM-PO Regional Federation meeting	Meeting	Regional CBFM-PO Head	Space for meeting Board/Kraft papers Pentelpens
<b>Day 1</b> 8:00-8:30	<b>Opening Program</b> Invocation Pambansang Awit ng Pilipinas Recognition of participants Opening and Inspirational Messages  Rationale, Objectives of the Workshop  Sessions in the Workshop Norms Setting	Formal program	Regional Host  RED/ARD TS CDD Chief  CFS or CDD Chief  Facilitator	Programme

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	Batch Photo session			
8:30-8:50	Regional Updates on CBFM initiatives	Presentation	Regl CBFM Coordinator/CDD Chief	Powerpoint ; short video
8:50-9:10	Regional CBFM-PO Federation updates	Presentation	Regional CBFM - PO Fed. Head	powerpoint
9:10-9:30	<b>Part 1. The Regional CBFM Action Plan for 2023-2032</b>  <b>The New CBFM Strategic Plan (2023-2032)</b> Users and Uses Alignment with Development Frameworks and Plans The Vision and Mission Statements Principles Objectives The Key Strategies	Presentation	Facilitator ; CFS	Powerpoints Copy in the kit
9:30-11:00	<b>Regional Objectives Setting</b> ➤ making SMART regional objectives  Groups: DENR, CBFM-POs, Support Groups	Small group workshop	Participants Facilitators CFS Documenters	Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops
11:00-12:00	Presentation of outputs Agreements setting	Plenary presentation	Group presenters	
12:00-1:00	<i>Lunch break</i>			
1:00-1:10	Opening the PM session		Facilitator + Host	
1:10-1:40	<b>The Strategies, Substrategies and OVIs</b>  <b>D. Strategies 1 and 2</b> ➤ Strategy 1: Community development planning (CDP) ➤ Strategy 2: Capacity development  Instructions to Workshop #1	Presentation	Facilitator or CFS #1	
1:40-3:30 (with break)	Workshop #1: <u>Our Actions for 2023-2032 Strategies 1 and 2</u>  Group 1: Strategy #1 Groups 2, 3 & 4: Strategy #2, ○ substrategies 2.2, 2.3, 2.5	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens



Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	<ul style="list-style-type: none"> <li>○ substrategies 2.1, 2.4, 2.7</li> <li>○ substrategies 2.6, 2.8</li> </ul> <p><u>Substrategies of Strategy 2:</u></p> <p>2.1 Community Organizing</p> <p>2.2 Capacity assessment of POs/communities</p> <p>2.3 Designing and implementing appropriate, gender-inclusive and progressive capacity-building programs</p> <p>2.4 Capacity-building of CBFM-POs with necessary organizational systems</p> <p>2.5 Incentivizing communities.</p> <p>2.6 Establishing and institutionalizing the CBFM Academy.</p> <p>2.7 Making the CBFM-PO Federations more effective and relevant</p> <p>2.8 Resource mobilization and linkage building</p>			Masking tapes Board Or laptops
3:30-4:45	Presentation of workshop #1 outputs Open Forum and agreements setting	Plenary presentations	Group presenters Facilitator	Group outputs
4:45-5:00	Presentation of agreements for Strategies 1 and 2	Presentation	Facilitator	
5:00-5:15	Closing the day Instructions for Day 2 Dinner Rest			
<b>Day 2</b> 8:00-8:15	Opening Day 2		Day 2 Host	
8:15-8:30	Recap of day 1 What's Up for Day 2		Facilitator	
8:30-10:00	The DENR-FMB Forestry Investment Portal, Supporting CBFM	Presentation Demonstration Hands-on	FIDD	
10:00-10:15	<i>Health Break</i>			
10:15-10:45	<p><b>E. Strategies 3 and 4</b></p> <ul style="list-style-type: none"> <li>➤ Strategy 3: Livelihoods and enterprise development;</li> <li>➤ Strateg 4: Climate resilient forest ecosystem management,</li> </ul>	Presentation	Facilitator or CFS #2	

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	rehabilitation, regeneration, protection, conservation, restoration, production and utilization			
10:45-12:00	<p>Workshop #2: <u>Our Actions for 2023-2032 Strategies 3 and 4</u></p> <p>Grp 1: Strategy 3, 4 substrategies  Grp2: Strat 2; substrats 4.1, 4.2  Grp 3: Strat 2; substrats 4.3, 4.4 &amp; 4.6  Grp 4: Strat 2, substrats 4.5, 4.7</p> <p><u>Substrategies of Strategy 4:</u>  4.1 Participatory Assessment on risks/vulnerabilities, resources and biodiversity condition  4.2 Increasing capacity of communities on climate-resilient forest ecosystems management  4.3 Mainstreaming best Agroforestry-based climate change adaptation and mitigation strategies.  4.4 Creating innovative models in forest ecosystems protection  4.5 Establishing carbon pools for carbon trading  4.6 Forming &amp; strengthening forest protection structures  4.7 Climate financing, PES and establishing safeguards</p>	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops
12:00-1:00	Lunch break			
1:00-1:10	Opening the PM session; energizer		Host	
1:10-2:45	Presentation of outputs Open forum	Plenary presentations	Facilitator	
2:45-3:00	Presentation of agreements for Strategies 3 and 4	Presentation	Facilitator	
3:00-3:15	<i>Health break</i>			
3:15-3:30	<b>F. Strategy 5</b> Strategy 5: Mechanisms towards sustainable and	Presentation	Facilitator or CFS #3	



Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	institutionalized CBFM Program			
3:30-4:45	<p>Workshop #3. <u>Our Actions for 2023-2032 Strategy 5</u></p> <p>Group 1: substrats 5.1 and 5.4 Group 2: substrats 5.2 and 5.6 Group 3: substrats 5.3 and 5.5</p> <p><u>Substrategies of Strategy 5</u></p> <p>5.1 Harnessing active engagement of various stakeholders in CBFM implementation 5.2 Providing institutional support system for CBFM implementation 5.3 Promoting policies and guidelines favorable to CBFM 5.4 Continuing DENR and NCIP dialogues, meetings and setting of agreements 5.5 CBFM Knowledge Management 5.6 Making institutional structure and mechanisms more responsive to CBFM implementation</p>	Small group workshop	Facilitators CFS Group Documenters	<p>Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops</p>
4:45-5:00	<p>Instructons for Day 3 Closing the day Dinner Rest</p>			
<b>Day 3</b>			Day 3 Host	
8:00-8:15	Opening Day 3			
8:15-8:30	Recap of day 2 What's Up for Day 3		Facilitator	
8:30-9:45	Preentation of Outputs for Strategy 5	Facilitated reporting	Groups	
9:45-10:00	Presentation of agreements for Strategy 5	Presentation	Facilitator	
10:00-10:15	<i>Health break</i>			
10:15-10:30	Exercise on Communication	SLE	Facilitator	
10:30-11:00	<p><b>Part 2. CBFM Communication Plan</b></p> <p><b>Planning Before we Communicate</b></p>	Discussion	Ms. Marlea Muñez or RP	

Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	<ul style="list-style-type: none"> <li>➤ Communication Plan: Concept</li> <li>➤ Importance in CBFM</li> <li>➤ Elements of the Plan</li> <li>➤ Steps in communication planning</li> </ul> Template			
11:00-12:00	Defining Communication Objectives  Understanding target audiences/sectors  Communication Channels <ul style="list-style-type: none"> <li>➤ Different channels of communication</li> <li>➤ Advantages &amp; disadvantages</li> </ul> Using the template	Discussion Lecture Demonstration examples	RP	
12:00-1:00	<i>Lunch break</i>			
1:00-2:30	<u>Workshop #4a: The CBFM 2023-2032 Communication Plan</u>  4.1 Defining our communication objective/s 4.2 Identifying and understanding target audiences/sectors 4.3 determining channels to use  Note: 5 groups Grp 1: Vision, Mission, Objectives, Strategy 1 Group 2: Strategy 2 Group 3: Strategy 3 Group 4: Strategy 4 Group 5: Strategy 5	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Metacards Kraft papers Pentel pens Masking tapes Board Or laptops
2:30-3:30	Presentation of outputs			
3:30-4:00	Developing Messages <ul style="list-style-type: none"> <li>➤ What is an “effective/good message”</li> <li>➤ Creating an “effective/good messages”</li> </ul>		RP	



Day / Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
4:00-5:00	Workshop #4b: <u>The CBFM 2023-2032 Communication Plan</u> 4.4 Crafting key messages 4.5 timelining 4.6 roles and tasking			
5:00-	Closing the day Rest			
<b>Day 4</b> 8:00-8:15	Opening Day 4		Day 3 Host	
8:15-8:30	Recap of day 3 What's Up for Day 4		Facilitator	
8:30-9:30	Monitoring and Evaluating Communication	Discussion Lecture examples	RP	
9:30-10:30	Finishing the outputs; preparation for plenary presentation		Groups	
10:30-12:00	Presentation of outputs Open forum	Plenary presentation	Group presenters	
12:00-1:00	Lunch			
1:00-1:15	Opening the afternoon session			
1:15-2:30	Continuation of presentations			
2:30-2:45	Consolidated Key points of the Regional Communication Plan	Presentation	Facilitator or CFS	
2:45-3:00	Wayforward	Lecture		
3:00-3:15	Synthesis	Lecture		
3:15-4:00	Closing Program		Host	