



AUG 18 2023

**ROBERTO P. ALABADO III**  
OIC, Director, Regional Office IV-B  
Department of Tourism MIMAROPA  
2F New DOT Bldg., 351 Sen. Gil Puyat Ave.  
1200 Makati City

Dear **Director Alabado**:

Isang makakalikasang pagbati!

More than twenty-eight years since its enactment in 1995 through Executive Order No. 263, the Community-Based Forest Management (CBFM) has been the national strategy in all forest conservation and development and related activities of the Department of Environment and Natural Resources (DENR) to ensure the sustainable development of the country's forestlands resources.

To ensure the continuous success of the program, a CBFM Strategic Plan for CY 2023-2032 was crafted with the vision: "empowered and resilient communities and support groups/institutions in sustainable and equitable management of forest ecosystems." One of the principles of the updated CBFM Strategic Plan is multi-sectoral collaboration. Active engagement of CBFM stakeholders in all stages of implementation shall be encouraged by this strategic plan, including the promotion of ecologically-balanced nature-based social enterprises such as ecotourism and other biodiversity-friendly enterprises.

In support of this, the DENR MIMAROPA shall conduct a **Multi-Stakeholder Regional Action and Communication Planning** on **August 28-31, 2023** in Metro Manila. As such, may we invite you or your representative to attend the said event.

We will closely coordinate with your Office once the venue is finalized. All meals and accommodation expenses to be incurred shall be charged against DENR funds while the travelling expenses of the participants shall be charged against their respective offices' funds, subject to the usual accounting and auditing rules and regulations.

If you have queries, you may contact our Regional CBFM Coordinator, Forester Elna Y. Yoo, at mobile number 09185358934 and email address [pfmscdd2016@gmail.com](mailto:pfmscdd2016@gmail.com). Attached is the program of activities for your reference.

We are looking forward to your usual cooperation.

Thank you.

Very truly yours,

  
**FELIX S. MIRASOL JR., CESO IV**  
OIC, Regional Executive Director



## Selah Pods Hotel Manila, Pasay, Metro Manila

Day/Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
<b>August 28, 2023</b>				
<b>Day 0</b> 11:00 AM onwards	Registration and billeting	Registration Distribution of kits	Regional Secretariat	Registration forms in google and print-out
1:00-4:00 PM	CBFM-PO Regional Federation meeting -Preparation of CBFM-PO Presentation	Meeting	Regional CBFM- PO Head	Space for meeting Board/Kraft papers Pentel pens
<b>August 29, 2023</b>				
<b>Day 1</b> 8:00-8:30	<b>Opening Program</b> Invocation Pambansang Awit ng Pilipinas Recognition of participants  Opening and Inspirational Messages	Formal program	Regional Host  RED/ARDTs CDD Chief	Programe
	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	Regional 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	Area/Spaces for subgroups Meta cards 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	



Day/Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
1:10-1:40	<b>The Strategies, Substrategies and OVIs</b>  <b>A. Strategies 1 and 2</b> <ul style="list-style-type: none"> <li>➤ Strategy 1: Community development planning (CDP)</li> <li>➤ Strategy 2: Capacity development</li> </ul>	Presentation	Facilitator or CFS #1	
1:40-3:30	Instructions to Workshop #1 Workshop #1: <u>Our Actions for 2023-2032 Strategies 1 and 2</u>  Group 1: Strategy #1 Groups 2, 3 & 4: Strategy #2, <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> <u>Substrategies of Strategy 2:</u> 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	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Meta cards Kraft papers Pentel pens Masking tapes Board or laptops
3:30-4:30	Presentation of workshop #1 outputs Open Forum and agreements setting	Plenary Presentations	Group presenters  Facilitator	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	Closing the day Instructions for Day 2 Dinner Rest			
<b>August 30, 2023</b>				
<b>Day 2</b> 8:00-8:15	Opening Day 2		Day 2 Host	
8:15-8:30	Recap of day 1		Facilitator	

Day/Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
	What's Up for Day 2			
8:30-9:00	<b>B. Strategies 3 and 4</b> <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>	Presentation	Facilitator or CFS #2	
9:00-11:00	<p><u>Workshop #2: Our Actions for 2023-2032 Strategies 3 and 4</u></p> <p>Grp 1: Strategy 3, 4 substrategies</p> <p>Grp2: Strat 2: substrats 4.1, 4.2</p> <p>Grp3: Strat 2; substrats 4.3, 4.4 &amp; 4.6</p> <p>Grp4: Strat 2, substrats 4.5, 4.7</p> <p><u>Substrategies of Strategy 4:</u></p> <p>4.1 Participatory Assessment on risks/vulnerabilities, resources and biodiversity condition</p> <p>4.2 Increasing capacity of communities on climate-resilient forest ecosystems manage</p> <p>4.3 Mainstreaming best Agroforestry-based climate change adaption and mitigation strategies.</p> <p>4.4 Creating innovative models in forest ecosystems protection</p> <p>4.5 Establishing carbon pools for carbon trading</p> <p>4.6 Forming &amp; strengthening forest protection structures</p> <p>4.7 Climate financing, PES and establishing safeguards</p>	Small group workshop	Facilitators CFS Group Documenters	Template Areas/spaces for subgroups Meta cards 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			
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	



Day/Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
1:40-3:30	<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</p> <p>Areas/spaces for subgroups</p> <p>Meta cards</p> <p>Kraft papers</p> <p>Pentel pens</p> <p>Masking tapes</p> <p>Board</p> <p>Or laptops</p>
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	
4:3-6:00	<p><b>Part 2 CBFM Communication Plan</b></p> <p><b>Planning Before we Communicate</b></p> <ul style="list-style-type: none"> <li>➤ Communication Plan: Concept</li> <li>➤ Importance in CBFM</li> <li>➤ Elements of the Plan <ul style="list-style-type: none"> <li>➤ Steps in communication planning</li> </ul> </li> </ul> <p>Template</p>	Discussion	Ms. Marlea Muñoz or RP	
6:30 onwards	Closing the day Instructions for Day 2 Dinner Rest			
<b>August 31, 2023</b>				
<b>Day 3 8:00-8:15</b>	Opening Day 3		Day 3 Host	
8:15-8:30	Recap of day 1 What's Up for Day 3		Facilitator	

Day/Time	Topic	Methodology/ Activity	Resource Person	Resources/ Supplies needed
8:30-10:00	<p>Defining Communication Objectives</p> <p>Understanding Target Audiences/Sectors</p> <p>Communication Channels</p> <ul style="list-style-type: none"> <li>➤ Different channels of communication</li> <li>➤ Advantages &amp; disadvantages</li> </ul> <p>Developing Messages</p> <ul style="list-style-type: none"> <li>➤ What is an “effective/good message”</li> <li>➤ Creating an “effective/good messages”</li> </ul>	<p>Discussion</p> <p>Lecture</p> <p>Demonstration examples</p>	RP	
9:30-12:00	<p><u>Workshop #4 The CBFM 2023-2032 Communication Plan</u></p> <p>4.1 Defining our communication objective/s</p> <p>4.2 Identifying and understanding target audiences/sectors</p> <p>4.3 Determining channels to use</p> <p>4.4 Crafting key messages</p> <p>4.5 Timelining</p> <p>4.6 Roles and tasking</p> <p>Note: 5 groups</p> <p>Group 1: Vision, Mission, Objectives, Strategy 1</p> <p>Group 2: Strategy 2</p> <p>Group 3: Strategy 3</p> <p>Group 4: Strategy 4</p> <p>Group 5: Strategy 5</p>	<p>Small group workshop</p>	<p>Facilitators m</p> <p>CFS</p> <p>Group</p> <p>Documenters</p>	<p>Template</p> <p>Areas/spaces for subgroups</p> <p>Meta cards</p> <p>Kraft papers</p> <p>Pentel pens</p> <p>Masking tapes</p> <p>Board</p> <p>Or laptops</p>
12:00-1:00	Lunch break			
1:00-1:10	Opening of the afternoon session			
1:10-2:00	Monitoring and Evaluating Communication	<p>Discussion</p> <p>Lecture</p> <p>Examples</p>	RP	
2:00-3:00	Finishing the outputs; Preparation for plenary presentation		Groups	
3:00-4:30	Presentation of outputs; Open Forum	Plenary presentation	Group presenters	
4:30-5:00	Consolidated Key points of the Regional Communication Plan	Presentation	Facilitator or CFS	
5:00-5:45	Way forward	Lecture		
5:45-6:00	Synthesis	Lecture		
6:00-6:30	Closing Program			