



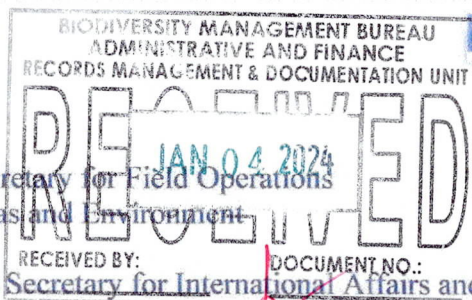
MEMORANDUM

FOR : The Undersecretary for Field Operations
Luzon, Visayas and Environment

ATTENTION : The Assistant Secretary for International Affairs and
Concurrent OIC Director, Biodiversity Management Bureau

FROM : The OIC, Regional Executive Director

SUBJECT : **CY 2023 COMMUNICATION, EDUCATION, AND PUBLIC
AWARENESS (CEPA) REPORT OF CALSANAG WATERSHED
FOREST RESERVE (CWFR), TABLAS ISLAND, ROMBLON
[OG-2023-123080]**



DEC 29 2023

Respectfully submitted is the Memorandum dated November 20, 2023 of OIC, PENRO Romblon regarding the above-mentioned subject. This report serves as Means of Verification (MOVs) for our target activity under OO1: Natural Resources Conservation and Development Program: Protected Areas, Caves and Wetlands Development and Management Sub-Program: Ecotourism Development Program: Communication, Education, and Public Awareness (CEPA) report of CALSANAG Watershed Forest Reserve (CWFR) in Romblon.

For CY 2023, the CEPA activities conducted by CWFR were the following: (1) development of Ten (10) Year Communication Plan; and (2) the production and distribution of CEPA Materials (i.e., 200 customized shirts, 200 customized mugs, and 100 customized calendars). The activities aimed to increase environmental awareness and mobilize collaborative action in line with biodiversity conservation and sustainable development of CWFR.

Hereunder are the notable/best practices in the conduct of CEPA activities:

1. Active partnership/collaboration with key stakeholders namely concerned Municipal/Barangay LGUs of Calatrava, San Andres and San Agustin, Romblon as well as the academe during the development/adoption of Ten (10) Year Communication Plan and production of CEPA Materials featuring endemic avifauna species;
2. Local empowerment using various communication interventions that aimed to enhance biological awareness and elicit behavioral change among its intended audience/stakeholders, thereby addressing protected area threats; and
3. Harnessing cooperation or mobilization of protected area occupants in valuing ecosystem services.

Several issues and challenges were reported as follows:

1. Resources and sustainability: the funding, technological and human resources are

CDD-PAMBCS-FGG-12/20/2023

quite limited at the level of LGUs during CEPA implementation, particularly in the adoption of Ten (10) Year Communication Plan (Yr. 2023-2033);

2. Unique Language: the three (3) adjacent municipalities of Calatrava, San Andres and San Agustin, Romblon have three different languages such as "Asi", "Onhan" and "Ini" respectively.; and
3. Local communities have a low level of awareness about biodiversity.

To address the issues and challenges, hereunder are the recommended actions by the CWFR-PAMO:

1. Use of local language instead of English or Filipino in the development of all CEPA materials;
2. Lobby with concerned key stakeholders especially Provincial/Municipal/Barangay LGUs on the adoption of policy support and financial resources and implementation of the Ten (10) Year Communication Plan; and
3. Regularly initiate, prioritize, strategize, and innovate workable CEPA programs/projects and activities on biodiversity conservation as guided by CWFR Communication Plan, C.Y. 2023-2032 and other related Information, Education, and Communication (IEC) plans of the concerned LGUs and other collaborative partners in the province.

Attached is the detailed report for reference.


For information.

FELIX S. MIRASOL, JR., CESO IV

*For and in the absence of the
Regional Executive Director:*

cc: The OIC, PENRO, Romblon
The PASu, CWFR


MAXIMO C. LANDRITO
OIC, Assistant Regional Director
for Technical Services

 Department of Environment
and Natural Resources
MIMAROPA Region



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