

# Engaging Business in **Wetland** Conservation

# The **CLEAR** Story



- **NGO with the mission to promote the wise use of wetlands through CEPA strategies (Communication, Education, Participation and Awareness)**
- **Membership organization with about a hundred members**
- **Governed by an elected Board of Trustees**
- **Secretariat headed by the Vice-President and Executive Officer**



# Conservation of Laguna de Bay's Environment and Resources

## CLEAR



The partnership was formalized on 07 June 2001 by signing a Memorandum of Agreement as a sign of commitment.

The primary objective then was to sponsor the candidacy of Laguna de Bay to the Living Lakes Network.



Laguna de Bay was accepted as the 18<sup>th</sup> member of the Living Lakes Network in August 2001 at Ulan Ude.

Since then, CLEAR has worked to contribute to safeguarding the ecological integrity of Laguna de Bay by engaging the Youth in undertaking wetland conservation activities.

Ecological Camp - Tanay  
05 - 07 June 2003  
The Sierra Madre Resort  
Tanay, Rizal, Philippines



# CLEAR

## Youth Ecological Camps (2003 to present)





# **CLEAR** Youth Network Congress (2006 to present)





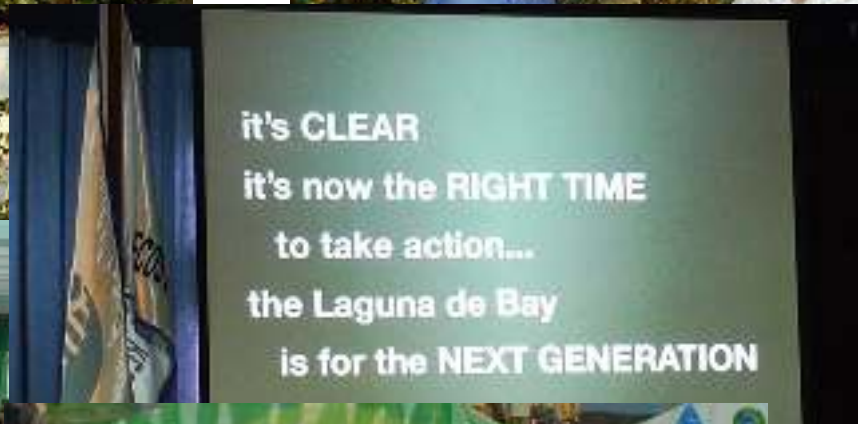
**6th CLEAR Youth Network Congress (2011)  
Angono, Rizal**



**9th CLEAR Youth Network Congress (October 2014)  
Tanay, Rizal**



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**Report  
Accomplishments**

**Prepare Annual  
Plans**



# Games, Group Dynamics and other Fun Activities







Organizers and Facilitators



The 8th CLEAR Youth Network Congress  
The Youth for Water's Ambassadors





## Reality Check – Mapping of Activities



## Field Exposure Trips







# Field Exposure Trips







# Talents Night

# ... *CYN 2013 at a glance*

**Across 83 high schools in 10 municipalities**

CEPA	Sachet Recovery Project	Tree Planting	CLMN	Solid Waste Mgmt	Other Activities
<b>62</b> events	<b>106</b> kilos	<b>1000+</b> seedlings	<b>13</b> monitoring activities	<b>27</b> activities	<b>14</b> activities

**CEPA – Communication, Education, Participation and Awareness**

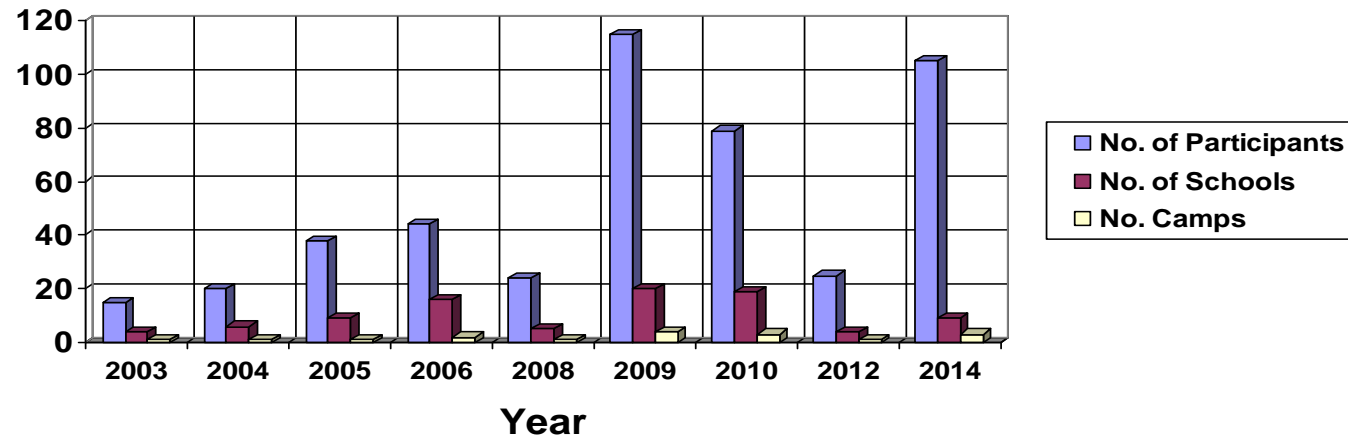
**CLMN – Community Lake Monitoring Network**

### **Youth Eco-Camp Stats** *(as of October 2014)*

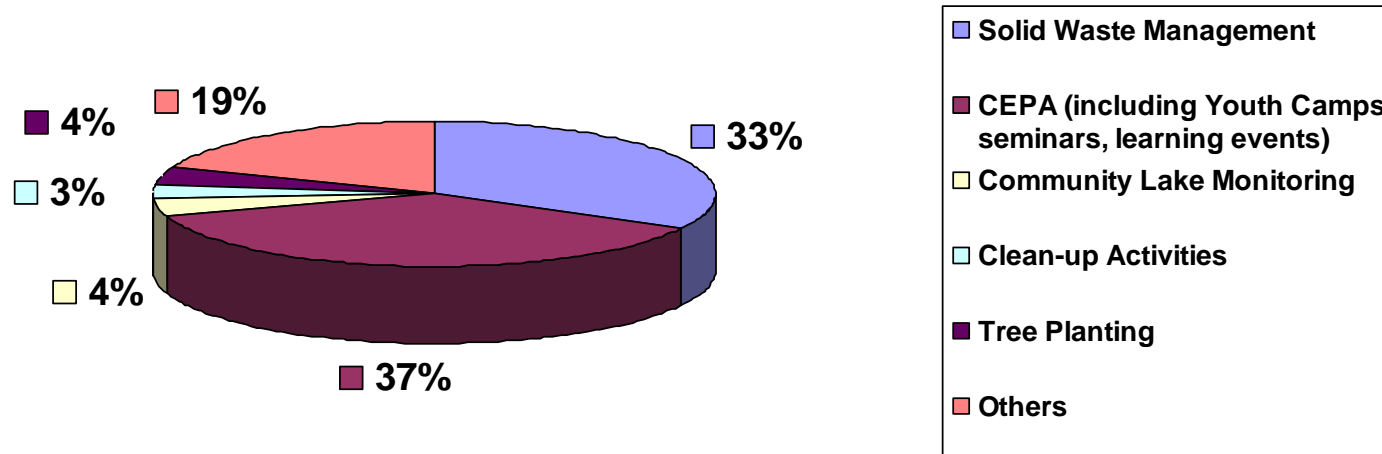
<b>Year</b>	<b>No. of Participants</b>	<b>No. of Schools</b>	<b>No. of Camps</b>
<b>2003</b>	<b>15</b>	<b>4</b>	<b>1</b>
<b>2004</b>	<b>20</b>	<b>6</b>	<b>1</b>
<b>2005</b>	<b>38</b>	<b>9</b>	<b>1</b>
<b>2006</b>	<b>44</b>	<b>16</b>	<b>2</b>
<b>2008</b>	<b>24</b>	<b>5</b>	<b>1</b>
<b>2009</b>	<b>115</b>	<b>20</b>	<b>4</b>
<b>2010</b>	<b>79</b>	<b>19</b>	<b>3</b>
<b>2012</b>	<b>25</b>	<b>4</b>	<b>1</b>
<b>2014</b>	<b>105</b>	<b>9</b>	<b>3</b>
<b>Total</b>	<b>465</b>	<b>92</b>	<b>17</b>



## Youth Eco-Camp Stats *(as of October 2014)*



## Projects Implemented by Eco-Camp Groups (as of October 2014)



Unilever Philippines has supported **CLEAR** for the past 13 years...and counting...

## **The Youth Ecological Camp has attracted a lot of attention and has been an effective vehicle in engaging other partners in wetland conservation.**

- **The UPS Foundation in 2009 supported 5 Ecological Camps and again this year (2014) provided funds to capacitate 10 small NGOs working in Laguna de Bay and Marikina River in accessing funds for wetland conservation activities;**
- **The Ramsar Regional Center in Korea and the Charities Aid Foundation provided funds for a conduct of Training of Trainers for the Ecological Camp in the Agusan Marsh Wildlife Sanctuary, a Ramsar Site;**
- **The UN World Food Programme provided funds for 3 Youth Ecological Camps focusing on Wetlands and Disaster Risk Reduction, Training of Trainers and the preparation and publication of a Manual for the Youth Ecological Camp**
- **Shell Foundation provided funds for the conduct of Youth Ecological Camp in Lake Naujan (also a Ramsar Site) in 2008.**



**2009 -2013**

# Tree-preneurship

Trepreneurship is an efficient resource management and sustainable livelihood option that teaches families to grow indigenous trees from their backyards that can be used for reforestation in upland areas.





# Tree-preneurship

Through a system of assigning values for their efforts (*ie propagating seedlings as well taking care of them in the reforestation sites until they are viable*), these are valued using market rates which can be traded for basic goods, school supplies or other basic needs in the household.



# Tree-preneurship

Trepreneurship is a proven successful resource conservation practice in South Africa by the Wildlife Trust, a Living Lakes Partner.





Partners	Number of Beneficiaries (Farmer-Families)	Number of Seedlings Planted	Number of hectares planted
<b>Phase 1 (2009 – 2010)</b>			
<b>UNDP-GEF Small Grants; Unilever Philippines</b>	<b>180</b>	<b>49,200</b>	<b>40</b>
<b>Phase 2 (2011-2013)</b>			
<b>Philippine Tropical Forest Conservation Foundation, Inc.; Unilever Philippines</b>	<b>180</b>	<b>50,000</b>	<b>40</b>
<b>Total</b>	<b>360</b>	<b>99,200</b>	<b>80</b>

What did we learn from  
these experiences?

- **Why would the Business Sector want to work with NGOs?**

- NGOs are good with work at the community level
- NGOs can deliver the message clearly in layman's terms
- Cheaper than doing the work themselves
- Good for their image



- **Why would an NGO want to work with Business?**
  - Business has the resources that could help fund initiatives of NGOs;
  - Build credibility among other entities in the sector as well as with funding agencies;
  - Can use funds for leveraging support from other sources;

- **How to engage the business sector in wetland conservation activities?**
  - Study its mission, see where you can be relevant;
  - Practice good housekeeping in terms of permits, registration, finance, among others;
  - Prepare a good proposal and ask for a meeting;
  - Secure commitment through MOA or similar instrument, if possible;
  - Keep your website updated

How do you sustain the  
engagement of business?



Stay relevant:

Check-out current CSR  
thrusts and priorities of  
companies

- Ex. Unilever's Sustainable Living Plan

**Roles of each partner should be clear and agreed on.**

- **LLDA – Eco-Camp Funds**
- **Unilever Phils – Funds for the Youth Congress and part-time staff for Secretariat**
- **SCPW – Secretariat office and implementation of activities**



# Walk the Talk



# Thank You!

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