

## The Rufford Small Grants Foundation

### Final Report

Congratulations on the completion of your project that was supported by The Rufford Small Grants Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. The Final Report must be sent in **word format** and not PDF format or any other format. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. Please note that the information may be edited for clarity. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to [jane@rufford.org](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

| Grant Recipient Details |  |
|-------------------------|--|
| Your name               | Chloe Hunt   |
| Project title           | Protecting Marine Ecosystems in the Philippines Using Green Fins |
| RSG reference           | 11006-2  |
| Reporting period        | November 2011 – November 2012                                    |
| Amount of grant         | £6000  |
| Your email address      | <a href="mailto:hunt.chloe@gmail.com">hunt.chloe@gmail.com</a>   |
| Date of this report     | 23 <sup>rd</sup> September 2012                                  |

**1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.**

| Objective  | Not achieved | Partially achieved | Fully achieved | Comments   |
|--|--------------|--------------------|----------------|--|
| <b>1. National Expansion</b>   |              |                    |                |  |
| a) Stakeholder workshop and Green Fins (GFs) launch in Cebu                                      |              |                    | ✓              | Two launch workshops including 116 representatives from local stakeholder groups including national authorities, the diving tourism sector, community leaders, NGOs and the GFs National Team (NT).  |
| b) Capacity development of local management team in cooperation with representatives from the NT |              |                    | ✓              | Six individuals (two local freelance diving instructors, three representatives of local government and one local community volunteer) undertook 2-day training programme supported by NT and local dive centre.  |
| c) Marine Environmental Activity   |              |                    | ✓              | Say No To Plastic Campaign – 60 tarpaulin posters disseminated with associated education briefing to local shop keepers and market stall owners in Moalboal, Cebu.<br>Clean and Green Recipes (attached) – homemade environmentally friendly cleaning recipes developed, tested, printed on tarpaulins and disseminated to diving industry in two new GFs active diving destination.<br>Beach Clean Up – three clean ups involving 210 people collected total of 540 KGs of plastic. |
| d) Dive Centre Training  |              |                    | ✓              | Recruited 19 dive centres in Moalboal, 22 in Mactan on to the programme. Trained a total of 350 dive guides in better environmental practices. Ten Green Fins Ambassadors (local dive guides) trained to champion GFs in Puerto Galera.  |
| e) Environmental Assessments of Dive Centres   |              |                    | ✓              | Conducted assessments and associated consultations / guidance for 50 GFs dive centres across the country (data uploaded on to <a href="http://www.greenfins.net">www.greenfins.net</a> ).  |
| <b>2. Implementation of action plan (at least 2 actions)</b>                                     |              |                    |                |  |
| a) Mooring buoy programme  |              | ✓                  |                | One large mooring buoy installed for the use of big passenger ferries and dive boats in cooperation with local Government. Alternatives to moorings  |

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|--|--|--|---|---|
|  |  |  |   | researched and identified and where possible, implemented.  |
| b) Reef Monitoring   |  |  | ✓ | Reef monitoring is now accessible to the diving industry and local Government in Puerto Galera.   |
| b) Environmental awareness in local communities                              |  |  | ✓ | Anti-littering campaign through “Say No to Plastic” and local Government “Brown Revolution” (only paper bags on offer in shops).<br>Two large banners displaying the Green Fins ICONS (dos and don’ts for diving) permanently displayed on the main passenger arrival points in Puerto Galera. ICONS posters also displayed in all passenger ferry boats servicing this tourist destination.  |
| c) Information and education workshops with local boat drivers and fishermen |  |  | ✓ | Three workshops entitled “Caring for Coasts” for 184 fishermen and snorkel boat drivers about coastal ecosystems basic ecology, ecosystem services, ecosystem threats and solutions.  |
| <b>3. National Promotion</b>   |  |  |   |   |
| a) Publish articles  |  |  | ✓ | Article in “Living” a Filipino magazine distributed within the tourism industry. Interview filmed for TV news channel and newspaper article (Sun Star Cebu broadcasting and sold nationally). Article for a German diving magazine (Aktuell Magazin reaching 80,000 across Germany).  |
| b) Present GFs at events   |  |  | ✓ | A video about Green Fins was displayed by pavilions of UNEP-COBSEA and the Philippine Tourism Board at the Yeosu Expo in Korea entitled “ <i>The Living Ocean and Coast: Diversity of Resources and Sustainable Activities</i> ” from 12 <sup>th</sup> May 12 <sup>th</sup> August 2012 and was visited by over 8 million people.<br>Green Fins asked to be present at the UNEP Global Land Ocean Conference in Manila in January 2012. |
| <b>4. Project Monitoring and Adaptive Management</b>                         |  |  |   |   |
| a) Analysis of assessment data   |  |  | ✓ | A paper presenting the Green Fins methodology using the assessment data collected from Puerto Galera over the past 2 years and submitted to be published by the journal “Ocean and Coastal Management” (under review).  |

|                             |  |  |   |   |
|-----------------------------|--|--|---|---|
| b) Progress meeting with NT |  |  | ✓ | Comprehensive workshop with 50 regional Directors and field staff of DENR (NT) to discuss the successes of Green Fins and future expansion and management. Ongoing consultations with NT. |
|-----------------------------|--|--|---|---|

**2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).**

National Management

When the proposal for this second RSG was written, the Green Fins Philippines National Team (NT) was co-managed by the DENR-EMB (Department of Environment and Natural Resources - Environmental Management Bureau) and the DOT-PCSSD (Department of Tourism – Philippine Commission on Sports Scuba Diving). Following a surprising twist in Filipino politics the Director of the PCSSD (Gerry Reyes) had his position terminated. With the help of partners in DENR-EMB and the UNEP-COBSEA the project’s management is now led by the DENR-CMMO (Department of Environment and Natural Resources – Coastal and Marine Management Office). This has been a fantastic development as the CMMO are mandated for marine standards and coastal protection. As a result of the sudden dismissal of Gerry Reyes the planned Philippines Dive Congress was cancelled. Reef-World took opportunities to promote Green Fins at another national conference (UNEP-GLOC) and the international environmental Yeosu Expo in Korea.

Mooring Buoys

The first RSG highlighted the anchoring of dive boats in Puerto Galera as a threat that needed addressing. Stakeholders requested support for deploying mooring buoys to overcome this issue. This second RSG gave us the opportunity to do so. Further consultations and testing phase with boat captains identified that a series of mooring buoys in the shallow bay would not be feasible, practical or safe. One site at the end of a pier was identified as a good site to install a mooring buoy for the shared use of dive boats and large passenger ferries. A large mooring buoy funded by this RSG was installed in partnership with the local Government and dive shops. This campaign encouraged the local government to address the need to maintain mooring buoys at local dive and snorkel sites, which was done without the financial support of the RSG. In support of this development Reef-World conducted workshops with the users of these newly maintained mooring buoys, educating them about the impacts of anchoring to encourage them to utilise the mooring buoys.

The threat of anchoring in the shallows of the popular diving bay of Sabang, Puerto Galera has not been solved. Reef-World re-allocated budgets to find solutions such as using natural pathways through seagrass beds and careful placing of anchors were proposed and implemented by dive centres. To avoid anchoring, a floating pontoon should be installed. Customers can be ferried in small boats to the pontoon where the bigger dive boats can pick them up. While this has been identified as a possible solution with the local government, its practicality is questioned and funding has not yet been secured.

Reef monitoring

Initial problems identifying a supplier for the Reef Watch slates were experienced. Ten sub-standard but functional slates have been produced and used to train divers. Following this, the Reef Watch database (hosted on a server in Thailand) encountered unexpected technical problems. Solving these technical issues would cost far more than those available through this RSG. With no way to collate the Reef Watch data, it was decided that the investment of time and resources needed to

produce more slates and conduct further training would be futile. Instead Reef-World coordinated with the local government to invite Reef Check (an international NGO offering training in reef monitoring) who consequently have trained key Green Fins champions within the diving community and local Government of Puerto Galera. These newly trained individuals have been empowered to conduct reef monitoring at key sites which The Reef-World Foundation are currently helping to identify.

### **3. Briefly describe the three most important outcomes of your project.**

#### 1. Local Community Diving Group Receive Funds for Green Fins Coordination

During the first RSG a community diving (Batangas Community Divers, BCD) group in Anilao, Batangas were trained as a local management team for Green Fins. During this second RSG, Reef-World has supported BCD to secure funds (160,000 PHP about £2,400) from the DENR-EMB for educational material production and to conduct training and assessments for 40 dive centres. It has been agreed that dependent on success, this will be repeated in 2013.

This is a brilliant development and has completed the first of Reef-World's targets for the sustainability of Green Fins in the Philippines. Whereby, the lead management team (DENR) has supplied a local management team trained by Reef-World with funding for local Green Fins coordination. It was noted that this process took time and Reef-World's help in maintaining the energy at the national level to push the funding through was integral to the success of this development. It is vital to maintain the momentum of the project to ensure such developments continue for this local management team and for similar groups across the Philippines and eventually across SE Asia.

#### 2. DENR-CMMO workshop

As part of the national expansion plan, the DENR-CMMO held a workshop entitled "The Green Fins Code of Conduct – A Responsible Diving Workshop" to which over 50 Regional DENR Directors and field staff attended. The aim of this workshop was to identify a need for Green Fins nationally, to assess the capability of Green Fins to address this need and to formalise a plan for national expansion. This workshop was a resounding success with participants identifying a need for environmental standards of the diving industry as well as voicing their enthusiasm to implement the Green Fins approach in all active diving destinations of the Philippines. Subsequently an action plan for widespread introduction of Green Fins to the diving industry in all diving locations with allocated budget was agreed upon. Reef-World has been asked to conduct Assessor and Project Management Training for key individuals across the whole of the Philippines once the diving industry has been engaged. Additionally, a Department Administrative Order on Sustainable Management of Coral Reef has been drafted for approval which includes the Green Fins approach as one of the strategies on sustainable management of coral reefs in the Philippines. The meeting minutes and final report prepared by DENR-CMMO for this workshop are attached. An additional Department Administrative Order specifying responsible diving etiquette using the Green Fins approach has also been drafted and is awaiting approval.

This was a real stepping stone in the national expansion of Green Fins in the Philippines, to develop a formal national management structure to secure the project's sustainability and longevity. Ongoing training and technical assistance has been requested by DENR for Reef-World to support this.

#### 3. Local Information, Education and Conservation Campaigns

*"Caring For Coasts" Workshops* – a series of three workshops given to 184 fishermen and snorkel boat drivers about coastal ecosystems, basic ecology, ecosystem services, ecosystem threats and

solutions. An outcome of these workshops was that the boat drivers requested laminated copies of the Green Fins ICONS to help them to educate their customers about how to interact responsibly in the marine environment. This request was granted by the local government and subsequently 350 copies of the ICONS were distributed to registered snorkel boat drivers.

*“Clean and Green” Recipes* - During the first RSG the use of chemical cleaning products by the diving industry in the marine environment was identified as a major threat to local marine life. In response to this Reef-World researched the use of environmentally friendly and easily accessible household products which together can be used as harmless but effective cleaning products. In cooperation with the dive shops, these “recipes” were successfully tested (attached). These have since been disseminated to all Green Fins dive centres in the Philippines and also to the Green Fins network across the SE Asia region. This is a great example of how Green Fins can help to identify serious environmental threats, find practical and achievable solutions and make this information accessible to the diving community.

**4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).**

In its essence Green Fins acts to strengthen the conservation, sustainability and wise management of coral reefs and associated coastal ecosystems for the wellbeing of those communities who rely on them. It also raises awareness amongst the stakeholders groups and the wider community to local, national and international environmental issues. This has had the effect of empowering a network of stakeholders including local communities, in the sites it has been introduced during this project, to tackle marine environmental issues on a local level using Green Fins.

This RSG has once again enabled Reef-World to deliver educational activities and campaigns which have targeted and engaged the local community. These have included beach and reef clean ups which in total have involved over 200 people from the local community and removed 540 kg of plastic from the marine environment. Each event included an associated educational talk regarding the danger of plastic in the marine environment and one was even supported by a snorkel session with children from local school to raise awareness to the value of the marine environment and the threats facing it.

The ongoing activity of Green Fins in the Philippines has attracted the attention and interest of the international marine conservation community. Consequently the IUCN had a box of marine resource books sent to Reef-World in the Philippines. These books have been disseminated to key individuals within local communities and are now a valuable resource for local government offices and schools. It is hoped that Reef-World will continue to attract this kind of support to be disseminated throughout the ever-growing Green Fins network.

A key success of this RSG was the Green Fins Ambassador Programme, a one day training session to which 10 local dive guides were invited. These 10 guides were identified by Green Fins assessors as being particularly committed to the Green Fins mission. Training included the threats of the diving industry and how dive guides can reduce these threats as well as a “scenario” dive where the guides were trained in ways to control irresponsible divers underwater. Upon completion each Ambassador was presented with a certificate of achievement and a pack of educational resource books (donated by IUCN) and a banner announcing their “graduation” was displayed in the local community. This was an effective way to empower local guides to champion responsible diving within their local diving community and ensure that the Green Fins philosophy has a lasting presence. These Ambassadors will act as a first point of contact for consultations and support from the local

government for conservation initiatives (e.g. Reef Check training). Due to the success of this, an Ambassador programme has now been included in the Green Fins implementation plan for all diving destinations.

**5. Are there any plans to continue this work?**

The institutionalisation of Green Fins within the Philippine Government is a reflection of the enthusiasm of the NT to continue to implement Green Fins as a management tool for a responsible diving industry in the Philippines. The plan outlined at the DENR-CMMO workshop clearly states the intention of the NT to continue Green Fins in the Philippines through the initiation of the administrative order. Further to this, Reef-World has been contacted by community groups and national NGOs requesting support to implement Green Fins in other diving destinations of the Philippines where Green Fins has not yet been introduced. This is indicative of the good reputation and successes of Green Fins within the diving and local communities across the Philippines. Continued Green Fins environmental training throughout this second RSG has acted to embed the Green Fins responsible diving philosophy within the diving community of the Philippines. Reef-World plans to continue their training and support in the Philippines to strengthen the expansion and growing demand for the project while maintaining the integrity and robustness of the programme.

**6. How do you plan to share the results of your work with others?**

Reef-World continues to build a portfolio of best practice which is circulated around the Green Fins network in the region. Various successes of this RSG have already been promoted through social media and in newsletters to dive centres across the SE Asian region including the “Clean and Green Recipes” and the Ambassador Programme. By using the growing International Green Fins network we can also involve the wider global marine conservation and diving community in this sharing of lessons learnt in best practice. The Green Fins Facebook page reaches about 3,000 people a week and the website is receiving almost 10,000 visits a month.

Assessment data has been uploaded and stored on a secure section of the [www.greenfins.net](http://www.greenfins.net) website and is being used for project monitoring and adaptation by Reef-World and the National Team. A scientific paper documenting the Green Fins Code of Conduct and analysis of the assessment data will publicise the Green Fins approach to coastal resource managers worldwide.

**7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?**

This RSG was used between November 2011 and September 2012. All activities outlined in the application for funding were completed within the timescales specified. Efficient channels of communication between all key individuals were identified at the project’s outset. Because of this the reporting and project promotion period has taken much less time than expected. This report will be submitted to RSGF about 2 months early.

**8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used.**

| Item               | Budgeted Amount | Actual Amount  | Difference   | Comments  |
|--------------------|-----------------|----------------|--------------|---|
| Travel             | 1240            | 1402.79        | -162.79      | -   |
| Subsistence        | 1,950.00        | 2269.22        | -319.22      | Budget made available from cost saving was used to support the living costs of project personnel (also see communications below). |
| Meeting Facilities | 110.00          | 105.22         | 4.78         | -   |
| Diving Costs       | 290.00          | 127.75         | 162.25       | Dive centres covered diving costs because of increased project participation and trust.   |
| Materials          | 1,830.00        | 1585.09        | 244.91       | Decision made to halt Reef Watch slate production resulted in cost saving.  |
| Equipment          | 250.00          | 294.55         | -44.55       | -   |
| Communications     | 330.00          | 215.47         | 114.53       | Accommodations included the cost of internet, reducing the expense of this budget line but increasing subsistence expenses.       |
| <b>Total</b>       | <b>6,000.00</b> | <b>6000.09</b> | <b>-0.09</b> |   |

Exchange rate = 67.7 PHP to 1 GBP

## 9. Looking ahead, what do you feel are the important next steps?

During this RSG national expansion has been successfully achieved. This expansion has focussed on the future sustainability of the project by implementing effective training programmes both within the dive centres and for local and national management teams. The project is gaining momentum in the Philippines which is unprecedented in the region. This has been reflected by the actions of the government showing their enthusiasm to continue to support the project's development and management. There is a growing pressure from the diving industry to introduce Green Fins in all diving destinations in the Philippines (currently active in five destinations of about 12 main destinations in the Philippines). This is greeted with enthusiasm by the government but the associated training and activities will demand resources and commitment, both of which are available within the NT, but it is imperative that Reef-World maintains a presence, offering technical assistance and training where needed to support the future success of the project. It is vital that expansion of the project does not compromise the integrity and reputation of Green Fins, this will be achieved through ongoing management and support from Reef-World.

Furthermore, NGOs and authorities involved in engaging and managing diving industries in destinations across SE Asia are showing interest in introducing the Green Fins approach in countries outside of the Philippines. Previously, Reef-World conducted project introductions and capacity development in a number of major diving destinations in these countries which was met with much success. These activities identified national management infrastructure for the project and demonstrated the need for, and the receptiveness of the diving industry and the national authorities to Green Fins. While maintaining a presence in the Philippines, Reef-World would also like to consider building on these past successes using lessons learned in the Philippines to enhance project sustainability and making Green Fins available to dive centres across SE Asia. This would include collaborating with local partners to establish Green Fins at critical sites through the processes

identified during these past two RSG (e.g. training and capacity development for a network of permanent in-country champions). Again this would take resources which are not currently available to Reef-World, it is intended that a booster grant from the RSG will be applied for to support regional expansion as well as ongoing support and coordination in the Philippines.

**10. Did you use the RSGF logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?**

The RSGF logo was used on most materials we distributed and on all presentations we gave over the duration of this project as outlined below. It should be noted that these same files have been distributed in the “toolkits” for the NT, and all Green Fins materials being produced by national partners will continue to promote support from RSGF.

- The Green Fins Code of Conduct poster – displayed in each Green Fins dive centre
- The Green Fins Guide to Environmentally Friendly Diving (ICONS) – also displayed in each Green Fins dive centre and used as guidelines to environmental briefings for tourists involved in diving
- T-Shirts – two T-shirts given to each Green Fins dive centre, each trained Assessor and also handed out to general public at environmental events
- Presentation Folders – plastic folders containing all Green Fins educational materials, guidelines and forms
- Stickers – handed out to dive centres and general public
- Presentations – in each presentation the support from RSGF was explained and the logo was pointed out
  - Green Fins Guide to Better Environmental Practice – given to each Green Fins dive centre’s staff and guests (121 individuals)
  - Green Fins Assessor Training – Given during the two Assessor Training Programmes to over 40 individuals of which 14 qualified as Assessors
  - What is Green Fins – given to over 100 individuals during the two workshops and at a meeting with local businesses (50 people) to encourage funding
- Large Green Fins banners – displayed at each workshop, environmental activities and assessor training event
- A video used for promotion at the Yeosu Expo at the UNEP-COBSEA and Philippine Tourism Board Pavilions which was visited by 8 million people showed the Rufford Foundation as a supporter. This video can now be seen on the projects of Rufford’s video page.
- A scientific paper documenting the Green Fins assessment methodology and analysis of the assessment data acknowledges the support from RSGF.
- Websites and online promotion
  - Links to RSGF on both the Green Fins ([http://www.greenfins.net/links\\_-35.aspx](http://www.greenfins.net/links_-35.aspx)) and the Reef-World websites (<http://www.reef-world.org/networking.htm>)
  - Support from RSGF promoted through social networking (Facebook, Twitter, e-newsletters).

**11. Any other comments?**

On behalf of The Reef-World Foundation, I would like to acknowledge and thank the Rufford Small Grant Foundation for this support and amazing opportunity for Reef-World, Green Fins and marine conservation as a whole. This second RSG has had successes which were far beyond our expectations and we look forward to continue to manage and nurture these.