



Republic of the Philippines

Department of Environment and Natural Resources

BIODIVERSITY MANAGEMENT BUREAU

Ninoy Aquino Parks and Wildlife Center

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FEB 14 2020

TECHNICAL BULLETIN

No. 2020 - 01

SUBJECT : ADOPTING THE 2020-2022 COMMUNICATION, EDUCATION AND PUBLIC AWARENESS (CEPA) MEDIUM-TERM PLAN

Pursuant to the DENR Administrative Order 2016-12 “Adopting the Philippine Biodiversity Strategy and Action Plan (PBSAP) 2015-2028” and the BMB’s mandate to mainstream biodiversity across local, sectoral and national development plans and programs, the 2020-2022 CEPA Medium-Term Plan is hereby adopted.

All CEPA efforts promote policies and aid in the implementation and achievement of the PBSAP Target No. 18, “By 2028, there will be a 10% annual increase from the 2015 baseline in the number of schools, POs, media organizations, LGU, private companies, policy makers, government offices that are aware and supportive of biodiversity, its importance, threats and benefits of protecting it.”

Anchored on the 2011-2020 United Nations (UN) Decade on Biodiversity, the new 2021-2030 UN Decade on Ecosystem Restoration and the 2020 Year of the Protected Areas, the Plan establishes priorities and influences the efficiency and effectiveness of all CEPA efforts.

Section 1. Objective. The Plan aims to contribute to the success of BMB branding efforts in mainstreaming biodiversity and communicating about the Bureau’s mandate and programs to all its stakeholders. It serves as a roadmap for getting objectives, messages, strategies, campaigns and other CEPA-related content delivered to all target audiences.

Section 2. Scope. The Plan shall apply to all BMB communication programs and activities as orchestrated by the Bureau’s CEPA Core Group. This shall be used in conjunction with other related operations and manuals on biodiversity conservation.

Section 3. Target Audience. Establishing a target audience is a critical step to ensure that all CEPA key result areas, in the form of knowledge products and services, will fulfill the PBSAP strategic objective. The three (3) key target audiences are: 1) DENR executives, 2) LGUs, and 3) Youth. This will focus all communication efforts to raise awareness, understanding and appreciation of the important values of biodiversity and move the target audience to action.

Section 4. Brand Footprint. A brand footprint takes into account all the touch points of a brand (BMB) both tangible and intangible, as an organization, as a symbol, as a product and as a personality.



United Nations Decade on Biodiversity

The characteristics below make up the distinct “DNA” of the BMB brand:

WHAT THE BRAND STANDS FOR (MEANINGS)	WHAT THE BRAND IS (TRAITS)
1. Circle of Life	1. Steward
2. Sustainability	2. Trustworthy
3. Interconnectedness	3. Accountable

The BMB brand footprint will determine the messages, programs, and even the tone of voice of all BMB brand communications. CEPA instruments should consistently be aligned with the character of its brand footprint.

Section 5. Brand Message. The identified primary audience and unique brand footprint mapped out the key messages to stakeholders:


The BMB Brand Message desires to:

- a) Instill biodiversity conservation as a top priority for DENR executives;
- b) Make LGUs realize that supporting biodiversity conservation is good, not just for them but for their constituents; and
- c) Make the youth understand what biodiversity conservation means and how it affects lives, economy, sustainability and their future.

The brand message resulted to the crafting of the campaign tagline: *Magkakaugnay ang buhay natin. Bawat kilos ko may epekto.*

Section 6. Key Strategies. The key strategies identified for stakeholder engagement include the development of knowledge products (KPs), special events, partnerships (community mixers), digital media marketing and guerilla marketing (projection mapping, installation art, etc.). These CEPA instruments are utilized to mainstream biodiversity in different sectors and various stakeholders, who may have little or no understanding of biodiversity.

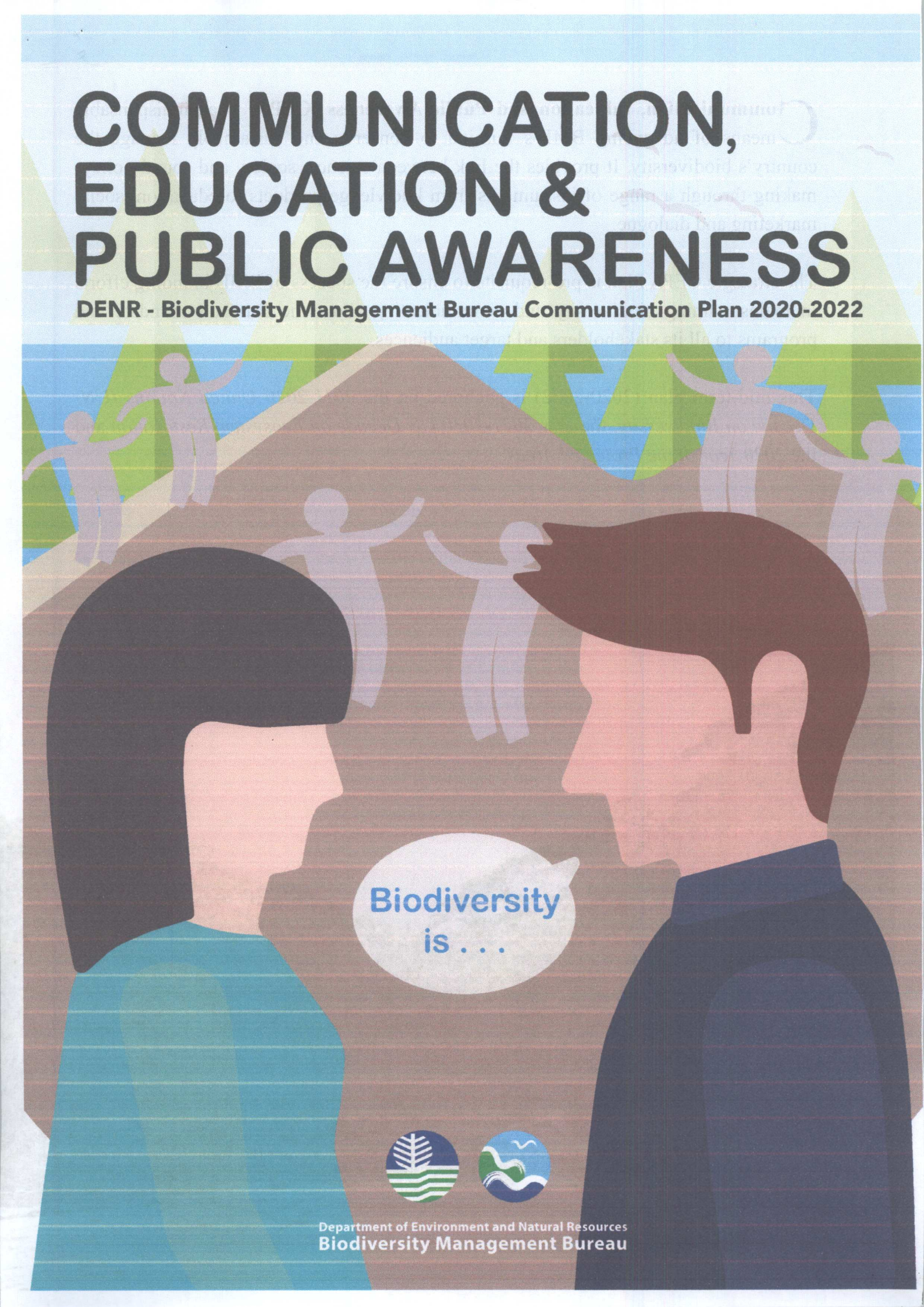
Section 7. Effectivity. This Technical Bulletin shall take effect immediately and shall be circulated for the information and guidance of all concerned.


RICARDO L. CALDERON
 OIC-Assistant Secretary for Climate Change
 and concurrent Director



COMMUNICATION, EDUCATION & PUBLIC AWARENESS

DENR - Biodiversity Management Bureau Communication Plan 2020-2022



Biodiversity
is . . .



Department of Environment and Natural Resources
Biodiversity Management Bureau

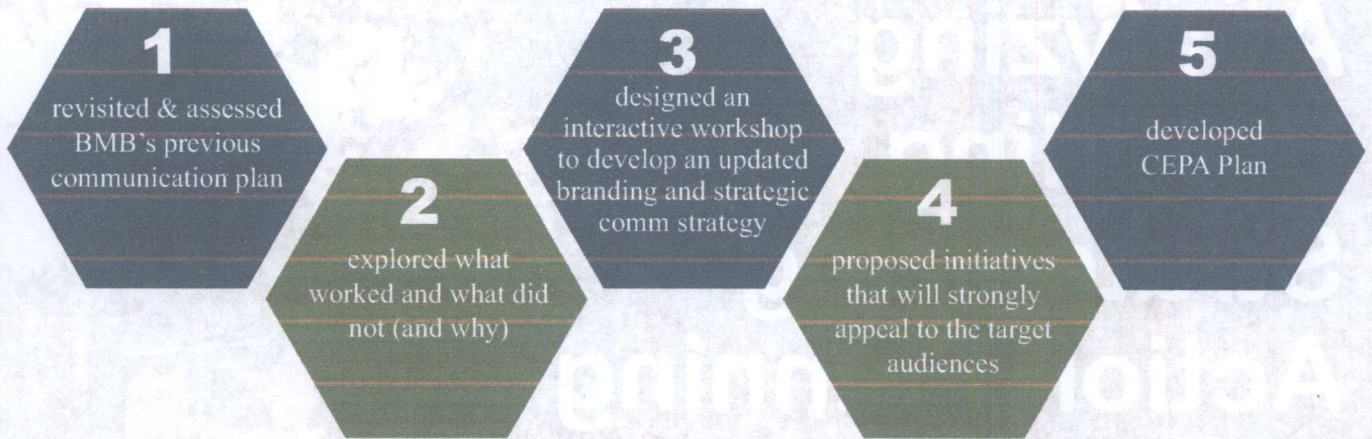
Communication, Education and Public Awareness (CEPA) is an indispensable means of advancing BMB's mission to conserve and sustainably manage the country's biodiversity. It provides the link between science, society and sound policy-making through a range of instruments from knowledge products to education, social marketing and dialogue.

The strategic CEPA Plan is pre-requisite to ensure the success of BMB branding efforts in mainstreaming biodiversity and communicating about the Bureau's mandate and programs to all its stakeholders and target audiences.

This mid-term plan (2020-2022) is anchored on the *2011-2020 United Nations (UN) Decade on Biodiversity*, the new *2021-2030 UN Decade on Ecosystem Restoration* and the *2020 Year of the Protected Areas*.



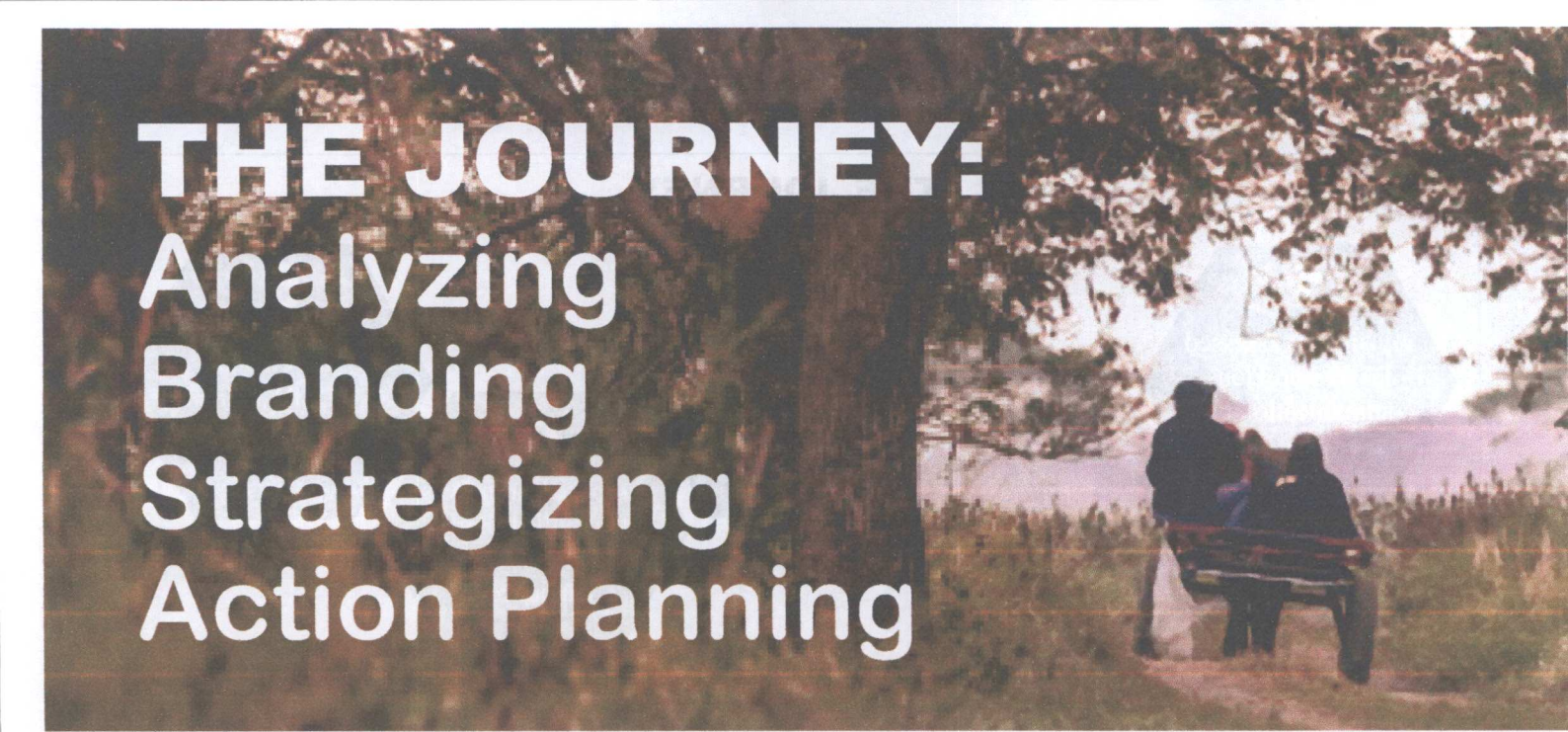
THE JOURNEY



The process of arriving at the Plan involved an analysis of the following elements:

- Background – checking past efforts based on previous communication plans; validating the current situation through a strategic planning workshop
- Target Audiences – identifying and profiling specific audiences and their hopes, desires and fears, crucial in developing message content, and choosing the best channels, materials, activities and timing to communicate.
- Communication Objectives for Each Target Audience – determining intended goals for each target audience
- Branding Exercise – examining what makes up the “DNA” of the BMB brand
- Visual Identity for BMB – developing key brand messages and logo studies





THE JOURNEY:

Analyzing Branding Strategizing Action Planning

Analyzing

The first phase involves an engagement process of assessment and consensus building, in which internal review, research and group discussions took place to arrive at a faithful and well-positioned representation of the BMB.

Articulation of BMB's Framework

Vision

We envision a nation of well-informed citizenry sharing the responsibility and accountability for the protection, conservation and sustainable management of the country's biological diversity.

Mission

Our mission is to conserve the country's biological diversity through nature conservation information, education and communication.

Overall Objective

In line with the Philippine Biodiversity Strategy and Action Plan, the BMB aims to achieve a 10% increase in the number of stakeholders who—aware of the importance of biodiversity, the threats to it, and the benefits from protecting it—are supportive of our advocacy.

Strategic Thrusts

Programmatic

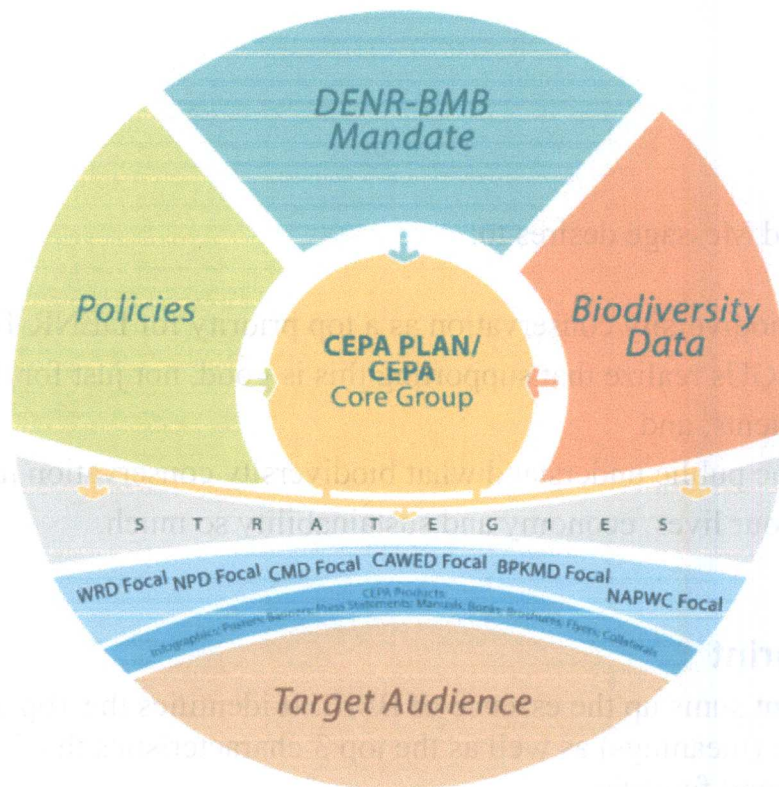
- Establishing and Managing Protected Areas and Other Conservation Areas

- Conserving Wildlife
- Managing Coastal and Marine Biodiversity
- Conserving Caves, Wetlands and other Ecosystems
- Ninoy Aquino Parks and Wildlife Center

Approaches

- Promotion of the Brand
- Production of knowledge products
- Conduct of Special Events and Dalaw Turo
- Conduct of Digital Media Campaign
- Forging of Partnerships

CEPA Framework



All CEPA efforts are guided by the CEPA Framework, which is anchored on the DENR-BMB mandate, the Philippine Biodiversity Strategy and Action Plan (PBSAP) 2015-2028, other biodiversity-related policies and latest pertinent biodiversity data.

PBSAP Target No. 18 states that “By 2028, there will be a 10% annual increase from the 2015 baseline in the number of schools, POs, media organizations, LGU, private companies, policy makers, government offices that are aware and supportive of biodiversity, its importance, threats and benefits of protecting it.” This strategic objective guides the CEPA Core Group in translating strategies into key result areas in the form of products and services, ranging from knowledge products to events and partnerships.

Ultimately, the workshops last December 2018 concluded that the communications plan must resonate with its stakeholders. If it does, stakeholders must claim ownership over them to successfully implement the plans in their divisions. The implementation of communication plan does not end in consultation but continues on the premise of consistent facilitation of their proper implementation.

Identifying Priority Target Audience

The target audience was identified by the workshop participants thru group work, shortlisting and voting and the result are as follows:

1. DENR Top Management
2. LGUs
3. Youth

Branding

The BMB Brand Message desires to:

- Instill biodiversity conservation as a top priority for DENR Top Management;
- Make LGUs realize that supporting this is good, not just for them but for their constituents; and
- Make the public understand what biodiversity conservation means and how it affects our lives, economy and sustainability so much.

Brand Footprint

A brand footprint sums up the essence of BMB. It identifies the Top 3 things that the brand stands for (meanings) as well as the top 3 characteristics that it has (traits). Here is the BMB's brand footprint:

MEANING	TRAITS
<i>Circle of Life</i>	<i>Steward</i>
<i>Sustainability</i>	<i>Trustworthy</i>
<i>Interconnectedness</i>	<i>Accountable</i>

To represent these meanings and traits, new logo studies were developed to capture the visual identity of BMB:

Among the three studies presented, "BMB in the Green Circle of Life" was selected and approved. It was further developed into different variations that ultimately brought the team to the final selected logo.



Biodiversity Management Bureau



Biodiversity Management Bureau



Biodiversity Management Bureau



Biodiversity Management Bureau

The final logo [lower center figure], reflects the interconnectivity of life in our planet, which is the main focus of BMB’s mandate. It is circular with interflowing planes. The brush strokes are softer and more artistic, complementing the DENR logo, which has a lot of lines and harder edges. The land, sea and sky (bird) interact with each other as the repeated image of a wave. The changes in color separate the dagat (primary blue), bundok (green) and himpapawid (lighter blue). The logo reminds us of our role in being stewards being that we are also part of this whole picture. We have the responsibility to help protect and conserve the biodiversity.

The new BMB logo alongside the DENR logo:



**Department of Environment and Natural Resources
Biodiversity Management Bureau**



**Department of Environment and Natural Resources
Biodiversity Management Bureau**

The Brand Message

With the identified primary audience and unique brand footprint, clear messages were crafted for each target audience. Here are the results:

Target Audience	Message
DENR Top Management	<p>Biodiversity conservation should be your priority – can benefit economically, socially & ecologically</p> <p>Has political benefits too – boost image & recognized as steward of environment and natural resources</p> <p>DENR becomes a source of national pride</p> <p>Sa biodiversity conservation, bida ang DENR!</p>
LGUs	<p>Biodiversity conservation can be good for your economy – sustainable food & energy sources, increased tourism, etc.</p> <p>Sa biodiversity conservation, suportado tayo ng mga LGU!</p>
Youth	<p>The future is yours</p> <p>Make biodiversity conservation your advocacy – protect nature, your livelihood, life and future</p> <p>Biodiversity conservation ang maninigurado sa inyong kinabukasan.</p>

Defining biodiversity and translating it into Filipino relates it to its target audiences:

...ang pagkakaugnay ng samu't-saring buhay sa mundo. Dito nagmumula ang ating ikinabubuhay - malinis na tubig at hangin, pagkain, nutrisyon, panlunas sa sakit, lakas (enerhiya), at masiglang ekonomiya.

Kapat ito'y pinangalagaan at binantayan, may mabuting ibubunga: maiiwasan o mababawasan ang panganib ng sakuna (tulad ng baha, landslides, tagtuyot). Ang ecosystem-based adaptation ay isang solusyon na gumagamit ng mga ecosystem services para maibsan ang matinding epekto ng climate change at pagtibayin ang komunidad laban sa mga panganib na dulot nito.

The Tagline

With that, a proposed tagline was conceived:

“Magkakaugnay ang buhay natin. Bawat kilos ko may epekto”

“Magkakaugnay ang buhay natin. Bawat kilos mo may epekto”

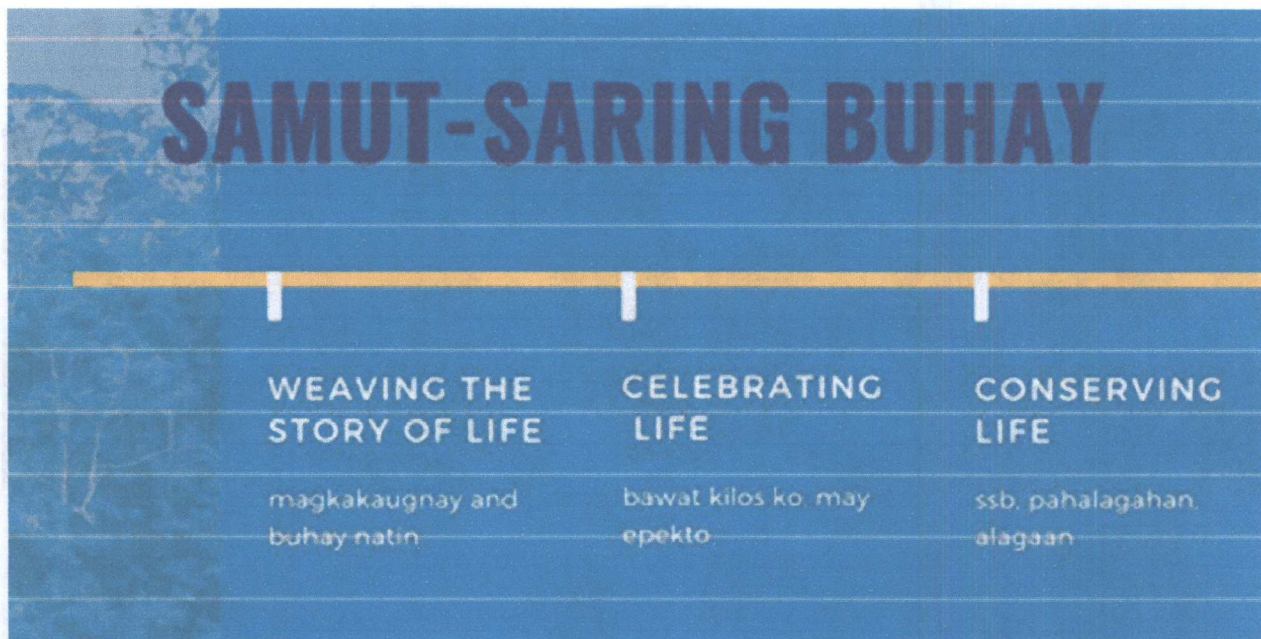
Telling the Biodiversity Story

‘Circle of Life peg’

WEAVING LIFE Magkakaugnay ang Buhay Natin

CELEBRATING LIFE Bawat Kilos Ko, May Epekto

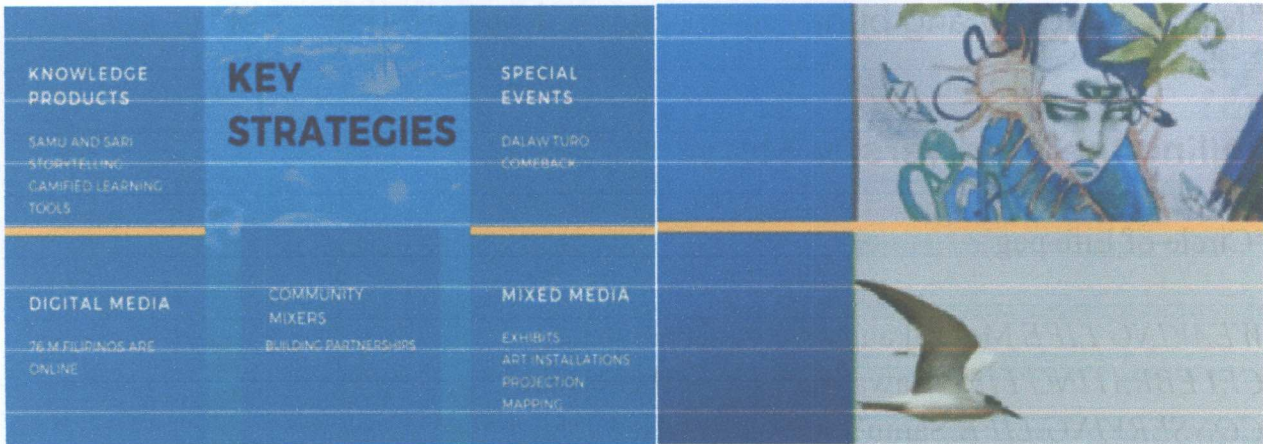
CONSERVING LIFE Samu’t Saring Buhay, Pahalagahan, Alagaan



Strategizing

The Tagline

As guided by the CEPA Framework and the newly crafted BMB brand messages, the CEPA Core Group determined key strategies to engage stakeholders and reach target audiences.



Action Planning

Overall Objective: In line with the Philippine Biodiversity Strategy and Action Plan, the BMB aims to achieve a 10% increase in the number of stakeholders who—aware of the importance of biodiversity, the threats to it, and the benefits from protecting it—are supportive of our advocacy.

Communication Objectives:

For DENR Top Management:

1. Broaden the perspective of DENR Top Management regarding BMB: to view BMB not as an adversary but as an ally, central to the fulfillment of the DENR agenda. To positively acknowledge the urgency and necessity of the work that BMB does in biodiversity conservation – a good response to climate change and a tourism attraction.
2. Persuade DENR top management of the socio-economic economic benefits to be gained by championing the cause of biodiversity conservation, and secure their approval and support for BMB's initiatives.

For LGU:

1. Gain the cooperation and support of the LGUs in promoting biodiversity conservation.
2. Get LGUs to appreciate the socio-economic benefits to be gained by their endorsement of BMB's plans and initiatives.

For Youth:

1. To create awareness for and understanding of
 - what Biodiversity means
 - its impact on Filipino lives, the economy, the natural resources of the nation and the planet.
2. To deepen their understanding that it is otheir future that is at stake. That they have an important role to play: as the voice of the environment and the future, their support is key in the cause of biodiversity conservation ad sustainability.

BMB CEPA Mid-Term Plan 2020-2022		2020				2021				2022			
ID	STRATEGY/TASK	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
	Knowledge Product Development												
1	Biodiversity Gamified Tools (game board)												
2	Biodiversity Game App												
3	PBSAP Popular Version												
4	PA Vintage Posters (+Postcard edition)												
	Special Events/Biodiversity Celebrations												
5	World Wetlands Day												
6	World Wildlife Day (National Wildlife Quiz Bee)												
7	Women's Month												
8	Year of the PAs Campaign												
9	Month of the Ocean												
10	World Migratory Bird Day (May and October)												
11	International Day for Biological Diversity												
12	Coral Triangle Day												
13	Philippine Environment Month												
14	Philippine Eagle Week												
15	BMB Day												
16	International Coastal Cleanup												
17	Tamaraw Month												
18	18-Day Campaign to End VAW												
	Digital Media Marketing												
19	Photo of the Month Contest												
20	Year of the PAs Countdown												
21	Year of the PAs Facebook Profile Picture Campaign												
	Capacity Development												
22	Revisit Dalaw - Turo Modules												
23	ToT on Dalaw-Turo Learning Tools (Protect Wildlife)												
24	Creative Design Training (Second Iteration)												
	Networking and Partnership												
25	Samu't-Saring Kwentuhan: A Learning Event for the Youth												
26	Community Mixer (Kapihan with Partners)												
27	Press Conferences and other media-related events												
28	Guided Tours at NAPWC												
29	Biodiversity Marketplace of Ideas												
	Guerilla Marketing												
30	Public Address System												
31	Museum of Philippine Biodiversity/PA Gallery												
32	Public Installation												
33	Projection Mapping (Month of the Ocean)												

ESTABLISHING AND MANAGING PROTECTED AREAS

TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	2020	2021	2022
Officials and staff of the DENR Central & field offices	Printing and dissemination of Compilation of PA Policies (3rd Ed.)	Increased awareness of DENR officials and staff on the current policies on protected area management	NPD			
Officials and staff of the DENR Central and field offices; Legislators; General Public	PA Profile updating and reproduction	Increased awareness of the target audience on various PAs in the country	NPD			
DENR & Partners	Celebration of the Year if the PA	Heightened awareness on Protected Areas	BMB NPD (with BioFin)			

DENR Top Management / General Public	Establishment of the Museum of Philippine Biodiversity-Protected Area Gallery	As “milestone” committed by Sen. Legarda thru DENR-BMB To increase the park’s visitors’ awareness about the richness of the Philippine Biodiversity and entice more visitors to visit the park	NAPWC			
LGUs	Establish partnerships with different LGUs	To engage the members of LGU in different BD conservation activities and entice them to utilize the park for various BD - related activities	NAPWC			
Youth	Accommodate requests for guided tour from schools	To increase awareness about the park, its functions and advocacies	NAPWC			
	Respond to requests from students for NAPWC-related data and information	To increase awareness about the park, its functions and advocacies	NAPWC			
	Conduct of Learning Event on Biodiversity 101 and NAPWC	To increase awareness about Biodiversity and NAPWC and engage the youth to protect and conserve the country’s Biodiversity	NAPWC / CAWED			
Senior Citizens / PWDs	Conduct of Environmental Orientation for SC/PWD	To increase awareness about the importance of conserving the environment, and engage and empower them to participate in BD conservation	DENR-SCIS / NAPWC / CAWED			

CONSERVING WILDLIFE

TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	2020	2021	2022
	Development and reproduction of booklet on native ornamental plants for enhancement of urban biodiversity	Native ornamental plants are patronized by the general public	WRD			
General Public	World Migratory Bird Day every October of the Year	Increased awareness on the values of migratory birds and their habitats and the need for concerted actions to protect them	WRD			
	Philippine Eagle Week	Increased awareness and community participation on the protection of the Philippine eagle through reporting of sightings and illegal activities and support to conservation initiatives of the government	WRD			
DENR Top Management / General Public	Establishment of Arboretum Native Trees	As “milestone” committed by the DENR thru BMB To educate the park visitors about the country’s native trees The park as a showcase area for different native species of trees	NAPWC			

TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	2 0 2 0	2 0 2 1	2 0 2 2
All	Production of IEC materials i.e. posters, brochures, signage	To increase awareness about the park, its functions and advocacies; well-informed park visitors	NAPWC			
	Administration and management of social media account (Facebook)	To reach wider range of audience through updates / announcements / trivia posted and engage them	NAPWC			

MANAGING COASTAL AND MARINE RESOURCES & AREAS

TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	2 0 2 0	2 0 2 1	2 0 2 2
DENR Regional and Field Office, LGUs and Youth	Celebration of Month of the Ocean	Raise awareness	DENR Regional Office and DENR BMB			
Youth	Celebration of Coral Triangle Day	Raise awareness	DENR Regional Office and DENR BMB			
DENR Regional and Field Office, LGUs and Youth	International Coastal Clean-up	Participation of DENR EXECOM, Regional/Field Offices, LGUs, Partners and Youth	DENR Regional Office and DENR BMB			

General Public and Environmental NGOs	Regular Digital/Social Media Campaigns	General public - most of our outputs are infographics that spread awareness on key concepts of marine biodiversity and conservation	DENR BMB			
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MANAGING WETLANDS ECOSYSTEM AND CONSERVING CAVES AND CAVE RESOURCES

TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	2020	2021	2022
				02	02	02
				01	01	02

To solicit support for the protection, conservation and management of caves, wetlands and their resources

DENR Top Management, LGUs, Youth	ALL - Cave Congress, World Wetlands Day celebration DENR and LGUs - Cave & Karst Forum, learning events	DENR, LGUs and Youth have better appreciation and understanding of the biodiversity within the caves and wetlands ecosystems, as well as their surrounding environment	CAWED in collaboration with WRD (flora and fauna) and NPD for those caves/wetlands within PAs.			
DENR Top Management, LGUs, Youth	Production of CEPA materials	DENR, LGUs and Youth have higher engagement and more knowledge on caves and wetlands' importance, benefits and policies	CAWED in collaboration with partners (GAIA)			

To solicit support for the protection, conservation and management of caves, wetlands and their resources						
DENR Top Management and LGUs	Crafting of budget proposals to solicit funding for the assessment, classification and management planning for identified caves and wetlands	Increased funding support from DENR and LGUs	CAWED			

CROSS-CUTTING (PBSAP)						
TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	TARGET AUDIENCE	2 0 2 0	2 0 2 1	2 0 2 2
Top Level DENR Management – those who approve policies for signature & working financial plans	High-level briefing - informal gathering with influential individuals such as Senators, former DENR executives	Improved attitude towards biodiversity conservation initiatives	BMB			
	Include select members of execom and PTWG in MEA conferences	Realize importance of what BMB is doing – part of achieving international goals	Divisions concerned – focal on the MEAs			
Regional Stakeholders – DENR & other agencies [DA, DOST, DPWH, LGUs, Academe, NGOs & IPs]	PBSAP Cascading	Increased awareness of key stakeholders on PBSAP	BPKMD, CEPA Core Group			



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