



rare inspires change so people and nature thrive

Philippines



A map of the Philippines is shown in a light gray silhouette against a light blue background. A red dot on the island of Mindanao indicates the location of Hambongan. A white line connects this dot to a circular inset map. The inset map shows a larger view of Mindanao, with a red outline highlighting the specific area of Hambongan. The word 'Hambongan' is written in red text within the inset map.

Hambongan



















Method behind the mascot



Ako nag-amping sa atong Sanktuaryo, Ikaw?

**NING-APIL NAKU
UBAN TA!**





I HUNONG ANG PAGPANAGAT SULOD SA SANCTUARYO
UG ILEGAL NGA PANAGAT SA LUNGSOD SA INABANGA

**APIL NA'MI
UBAN TA!**



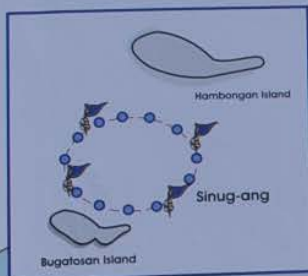
TEXT NA SA SEABORNE PATROL
09 17 631 1196 or MAO 09 17 631 1229
Ang imong report isipon nga sekreto







Ang Sanktuaryo sa Hambongan (Diha sa Sinug-ang)



Sekreto
nalang ug
report ang
Illegal
Fishing



Ning-apil Naku
Uban ta!



Ginadili ang pagpanagat



Ginadili ang pagpangulua ug kinhason



Seaborne Hotline: 09176311963



RARE

giz

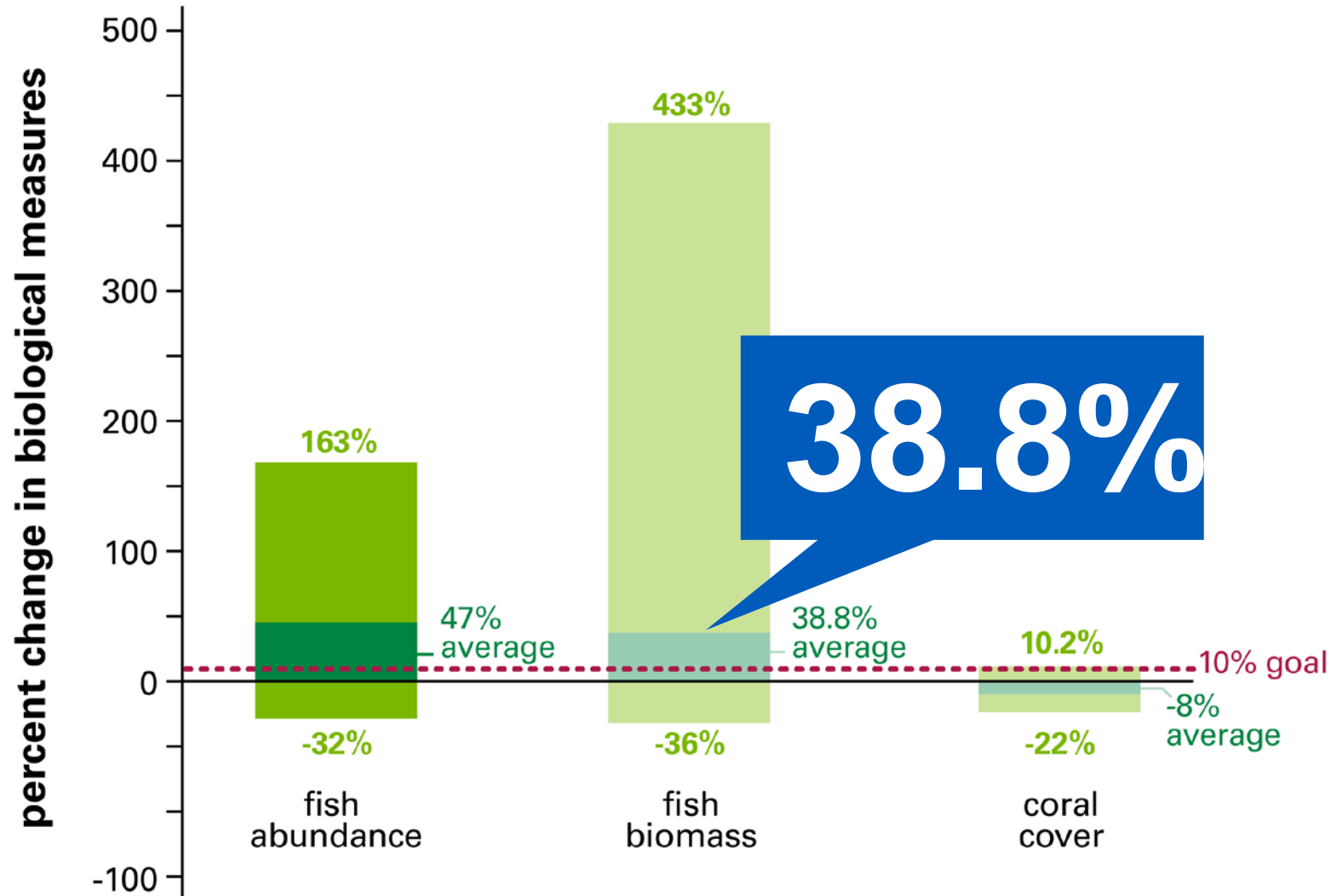
ACCcoast



Ang pag-amping ug pagdumala sa atong
Sanktuaryo trabaho sa matag Lungsoranon;
buhata alang sa Lungsod ug sa imong Pamilya

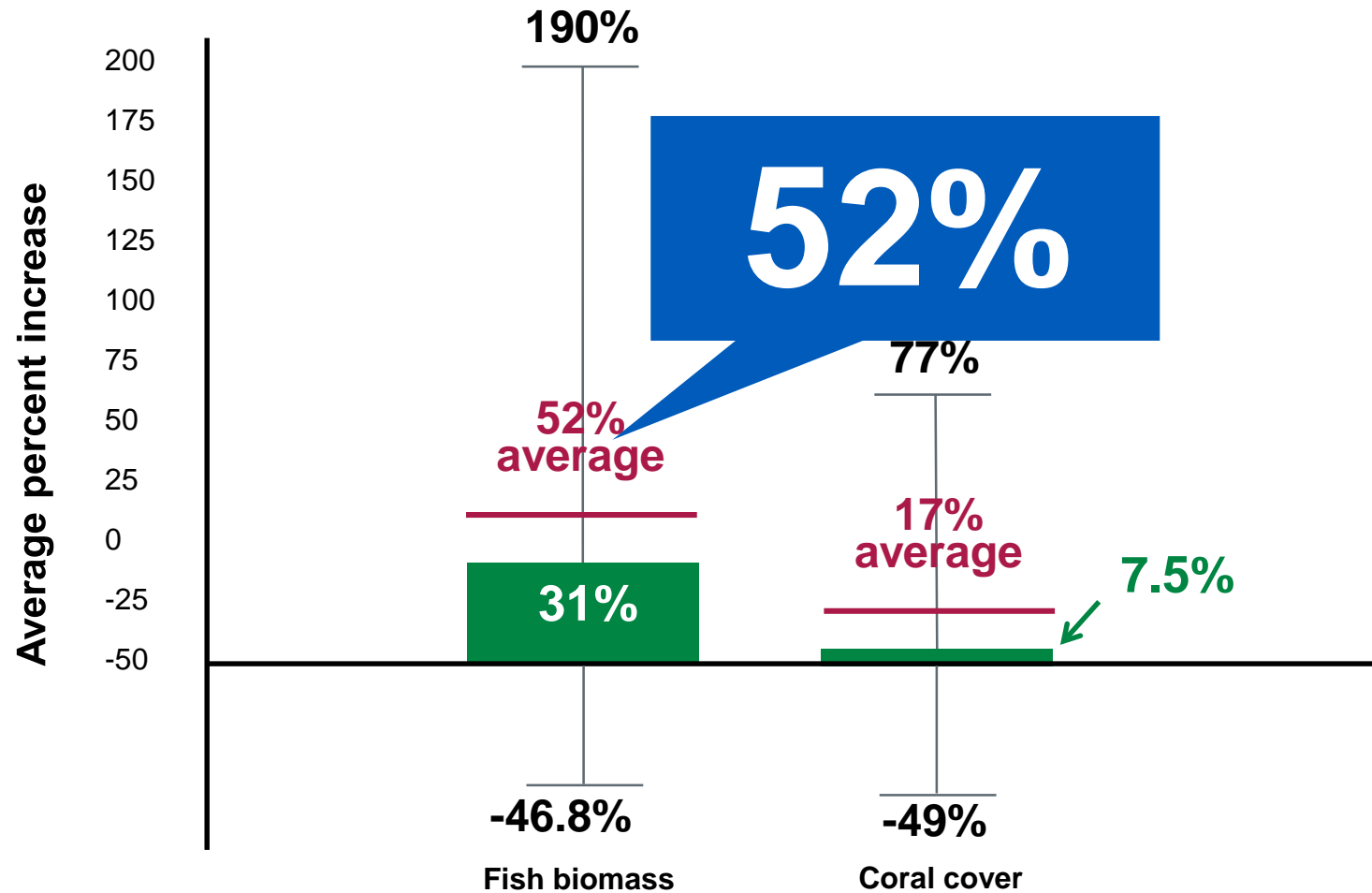


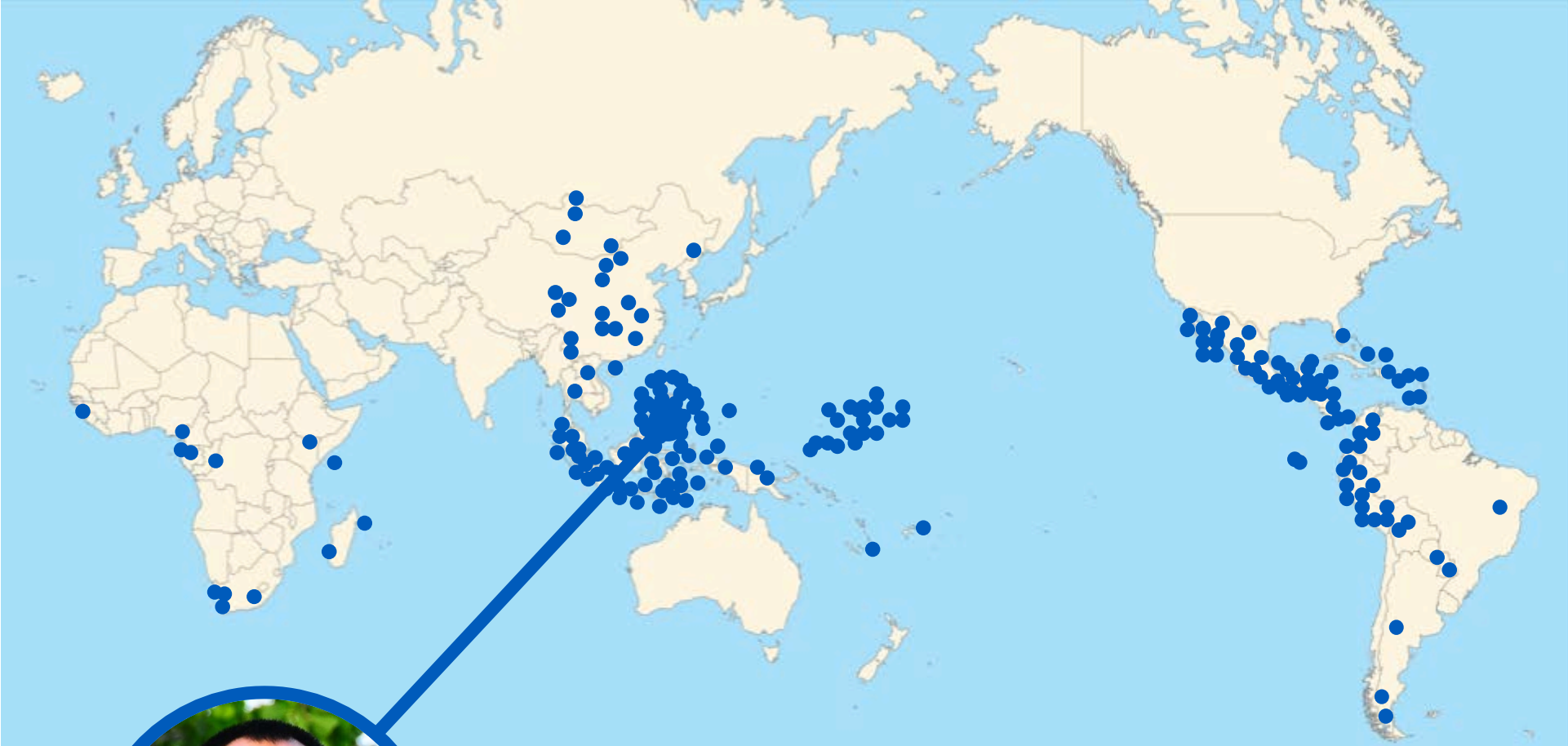
Biological Results Across the Philippines



Source: University of the Philippines-Marine Environment and Resources Foundation (MERF)

Biological Results Across the Philippines 2012 - 2014





**301 Pride campaigns
launched to date**

55 Countries • 273 Local Partners



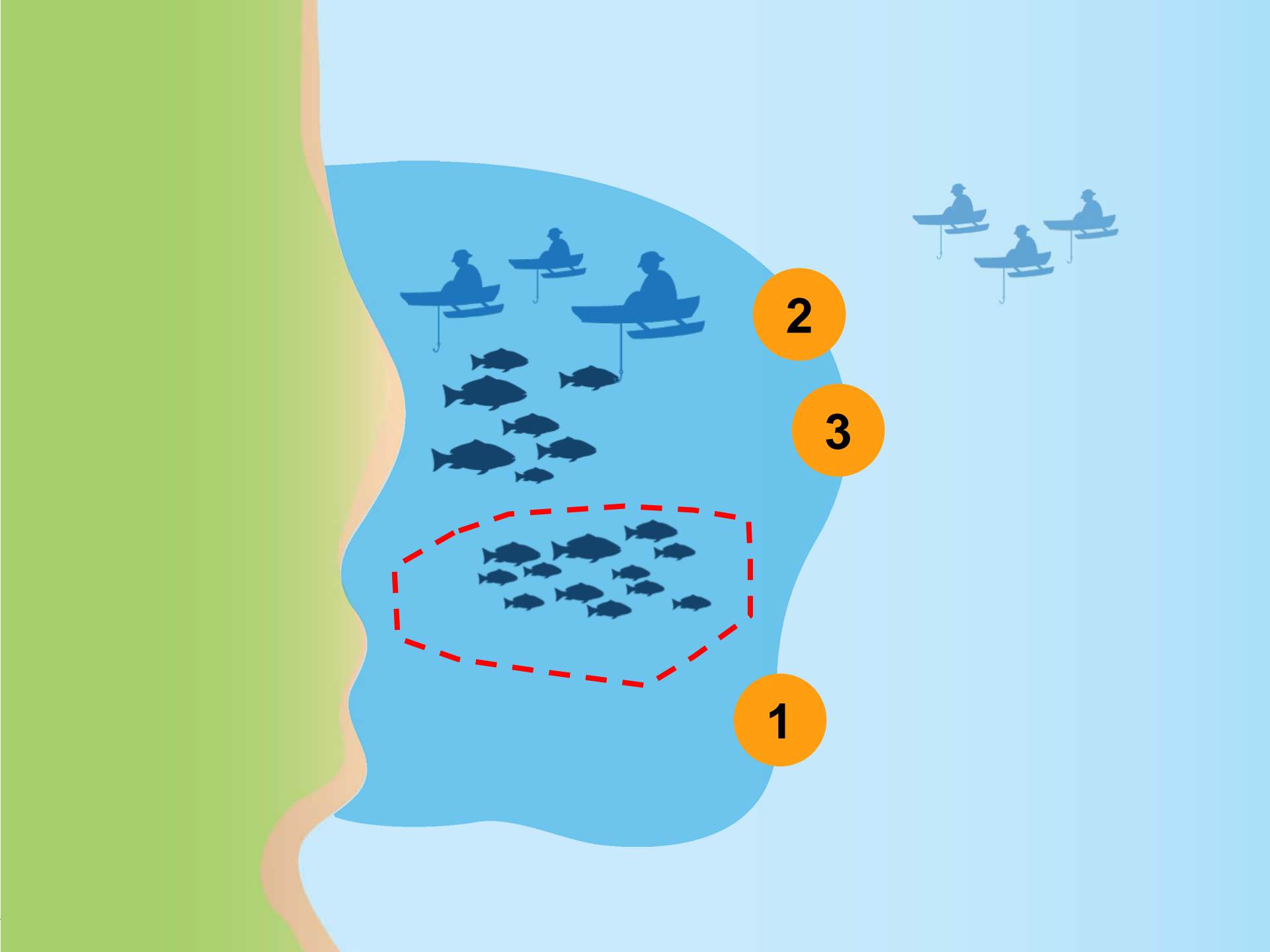
A Different Kind of Solution

FISHFOREVER

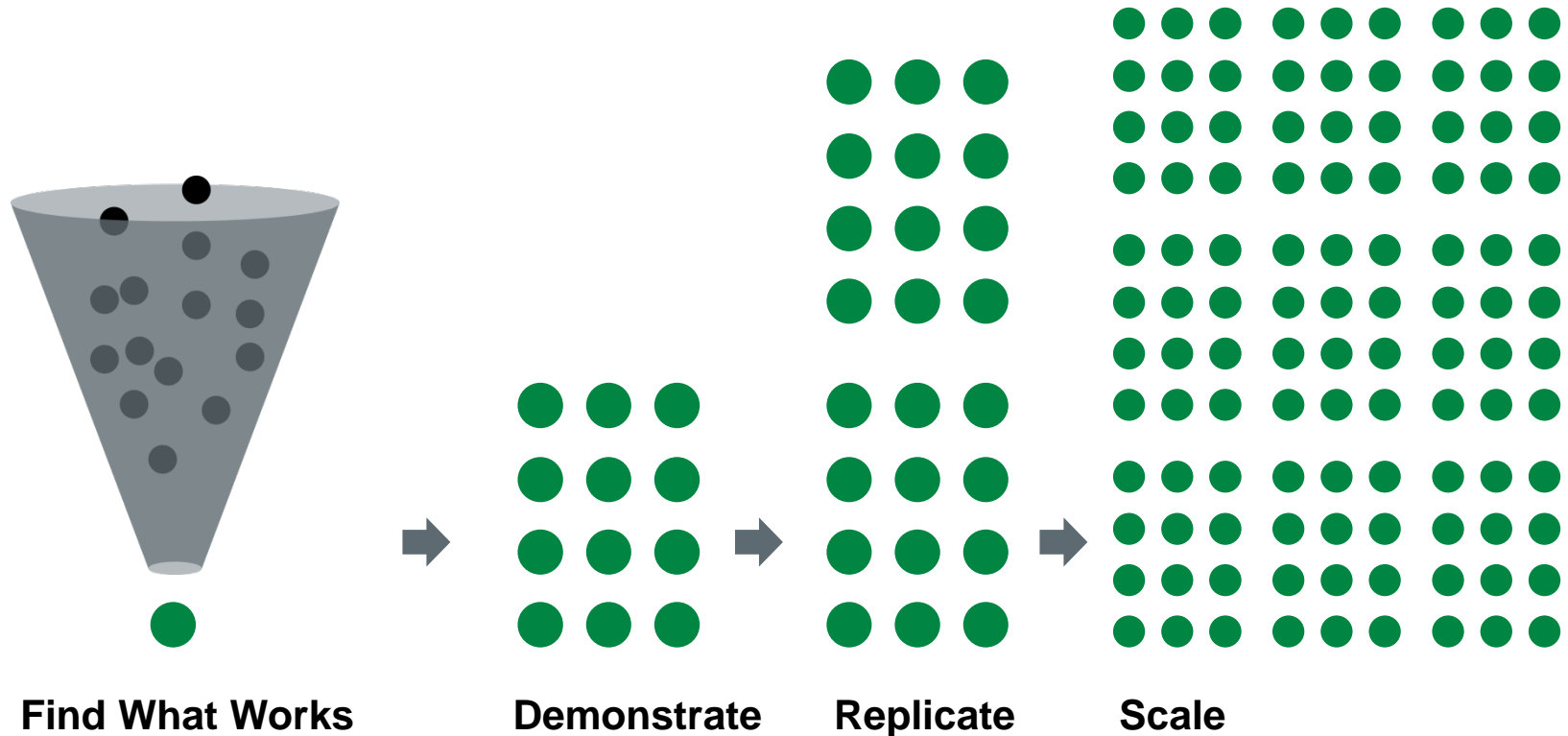


The Urgency for Fish Forever

Billions of people, often the poorest and most marginalized, depend on fish as a significant source of protein.



Find what works. Repeat.



Making Good Things Big: Global Scaling Up of Fish Forever, a Pathway to Sustained Incomes for Artisanal Fishers Around the World.

June 2015



Pilot Projects

- Unlike commercial innovations, most social innovations don't scale spontaneously;
- Relatively few prototypes or pilot projects are analyzed for scalability when they are initially reviewed for funding; and
- Even fewer are managed to maximize the likelihood of successful scaling up.

The All-Too-Common Equation

“Successful” Pilot Project + HOPE =
Large-Scale Change



A Three Step, 10 Task, Process

Step 1: Developing a Scaling Up Plan

Step 2: Establishing the Preconditions
for Effective Scaling Up

Step 3: Implementing the Scaling Up Process

What is Being Scaled Up?

- Articulation of the model's **essential** features
 - Technical
 - Financial
 - Process
 - Values
- Bundling and unbundling components

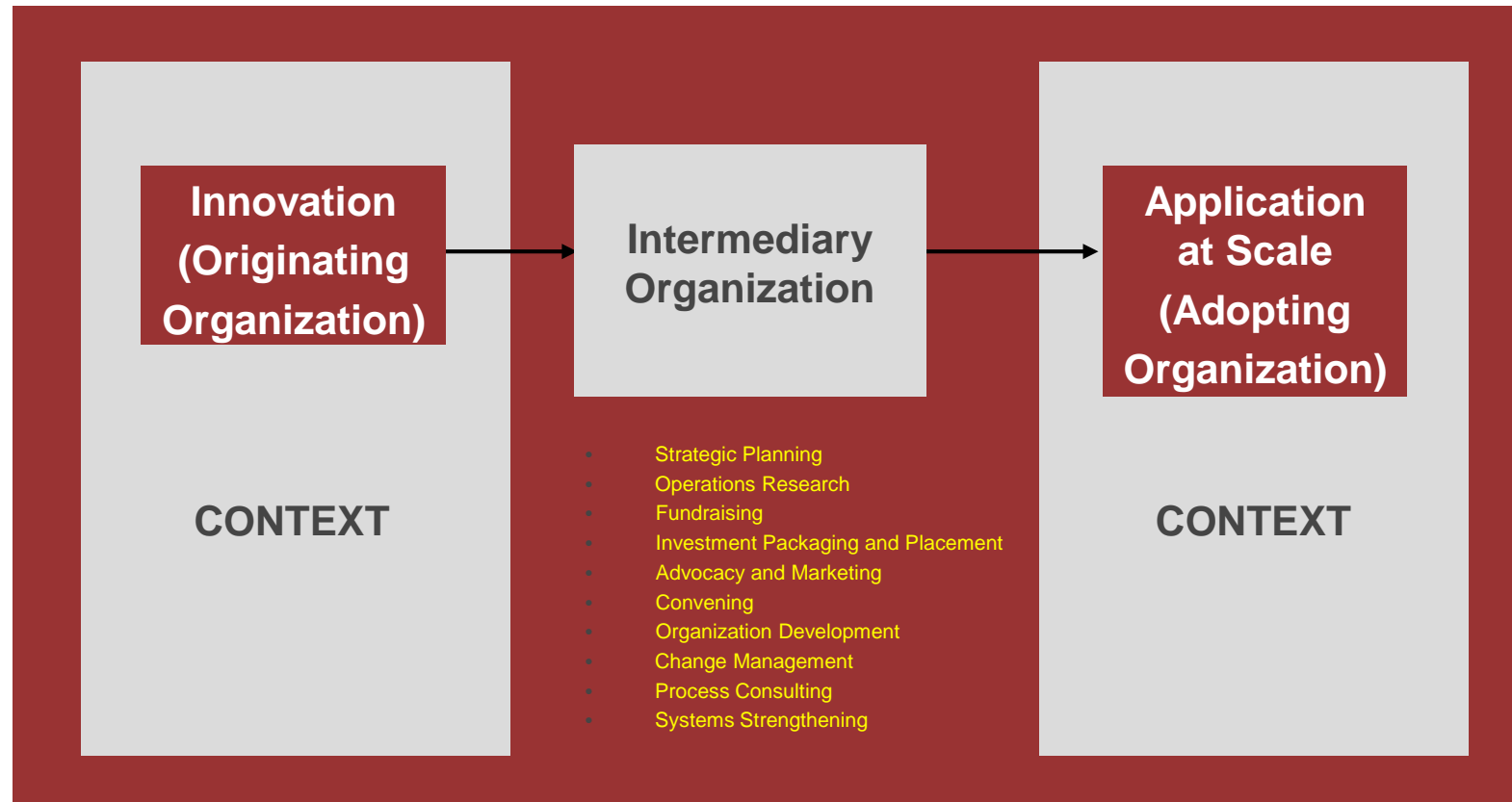
How is it to be Scaled Up?

- Clarification of the theory of change for scaling
- Methods distinguished by the degree to which the organization that managed the initial pilot – the Originating Organization – continues to control implementation as the model goes to scale:
 - **Expansion:** the Originating Organization retains control of implementation
 - **Replication:** the Originating Organization transfers control of implementation to another organization(s)
 - **Collaboration:** the Originating Organization shares control with one or more other organization(s)

Scaling Up Methods

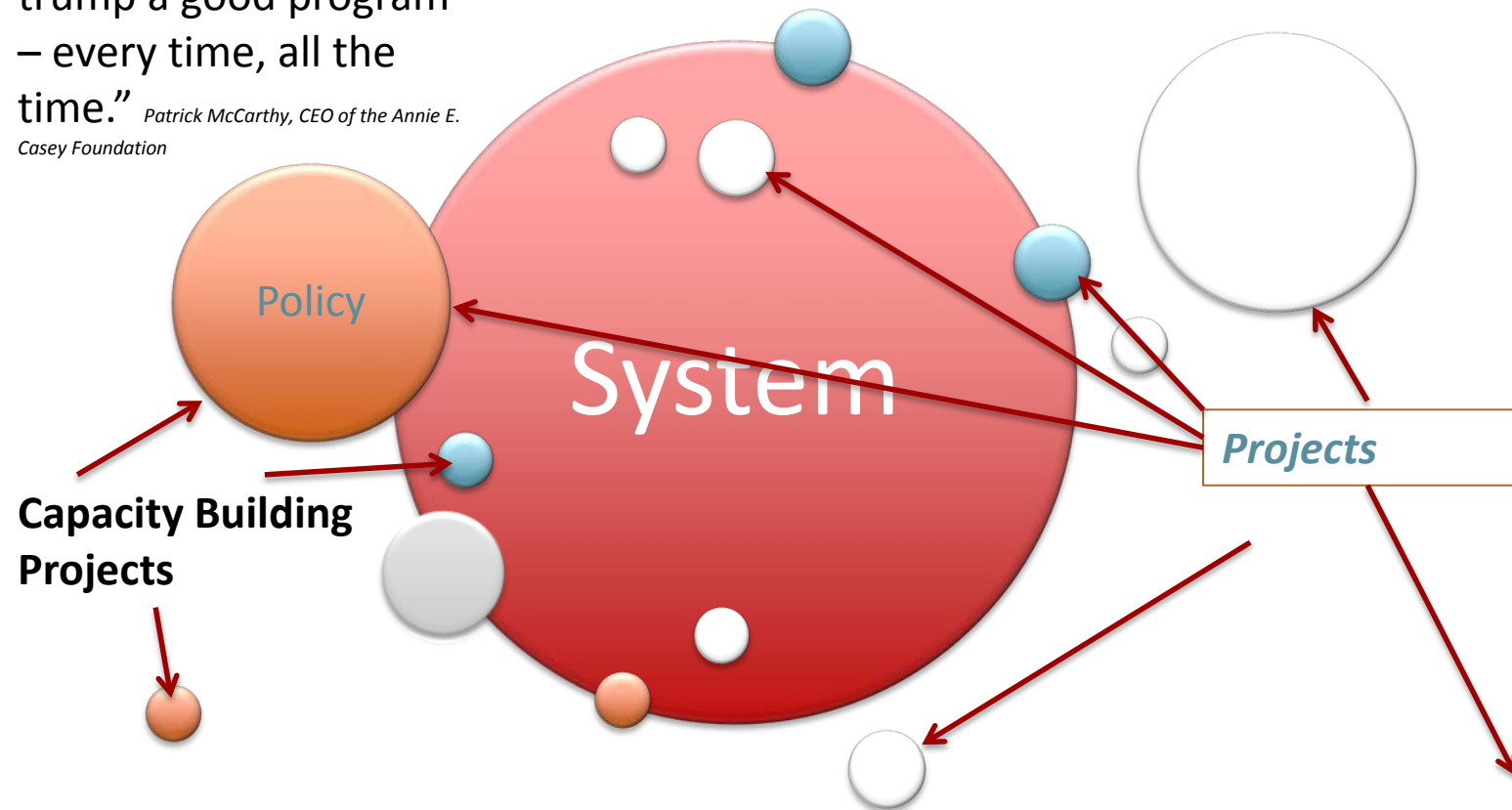
Direct Pathways	
Type	Method
Expansion	▪ Growth
	▪ Restructuring
	▪ Franchising
	▪ Spin-off
Replication	▪ Policy Adoption
	▪ Grafting
	▪ Diffusion
	▪ Commercialization
Collaboration	▪ Formal Partnerships and Strategic Alliances
	▪ Networks and Coalitions

Who is taking model to scale?



MSI MANAGEMENT
SYSTEMS
INTERNATIONAL
A SUBSIDIARY OF COFFEY INTERNATIONAL, LTD.

time. *Patrick McCarthy, CEO of the Annie E. Casey Foundation*



Scale and Sustainability: Twins Separated at Birth



Assessing Scalability



ber
of checks



actices
and culture of adopting organization(s)



Lesson #1: Simplify

- **The more one can simplify an intervention the more feasible it is to scale it up.**

Lesson #2: Governance Matters

- **Transferring responsibility to and from government, or between levels of government, is very dependent on the micro-details of governance in particular localities, states and countries.**

Lesson #3: Prioritize Intermediation

- **“Innovation” is currently being over-funded relative to the investment in helping to scale up successful innovations.**

Lesson #4: Plan Backwards

- **Begin with an eye on scale and a strategy for achieving it. Become a budget expert and focus early on unit costs, financial sustainability, budget timetables, and implications for current service providers.**

Lesson #5: Tailor Evidence to the Audience

- **Data from pilot projects are rarely tailored to the decision-criteria or decision-making styles of policy-makers.**

Lesson #6: Focus on Systems and Incentives

- **For sustainable change to occur, it's essential to replicate the incentives of the original intervention or make sure that an alternative incentive system reinforces needed actions.**

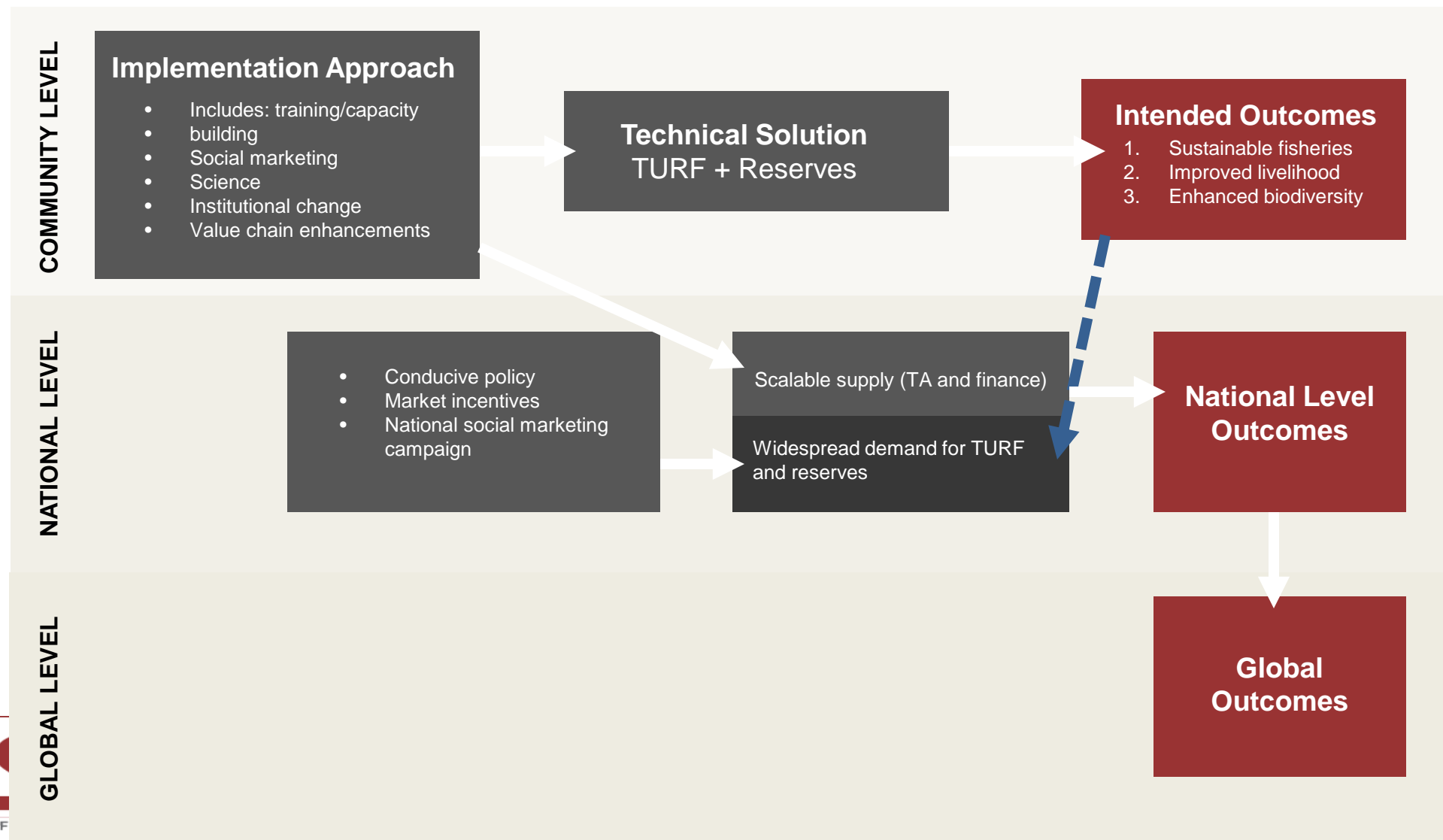
Lesson #7: Overinvest in Information

- **Effective scaling requires that funding be provided and responsibilities be allocated for monitoring and evaluation at three distinct stages.**
 - **Impact and Scalability of Initial Pilot(s)**
 - **Scaling Process**
 - **Integrity and Performance of Scaled Model**

Lesson #8: Educate Policy Makers on Scaling Up Realities

- **The average time for scaling up a pilot to national application is 15 years. Securing and maintaining the needed commitment and resources over this period calls for tangible milestones, strategic communications and an explicit strategy for maintaining momentum.**

Fish Forever Strategy for Achieving Outcomes at Scale



Scale Testing Hypotheses

Examples:

Test # 1: Fish Forever Implementation Through the Public Sector

Test # 2: Ratio of Campaign Managers and TURF-Reserve Specialists to TURF-Reserves

Test # 3: E-Learning

Test # 4: Strategy to Stimulate Government Demand

Lesson 1: Simplify, Lesson 3: Prioritize Intermediation



**Exclusive access
rights to community
fishers**



**Fish recovery
zones**



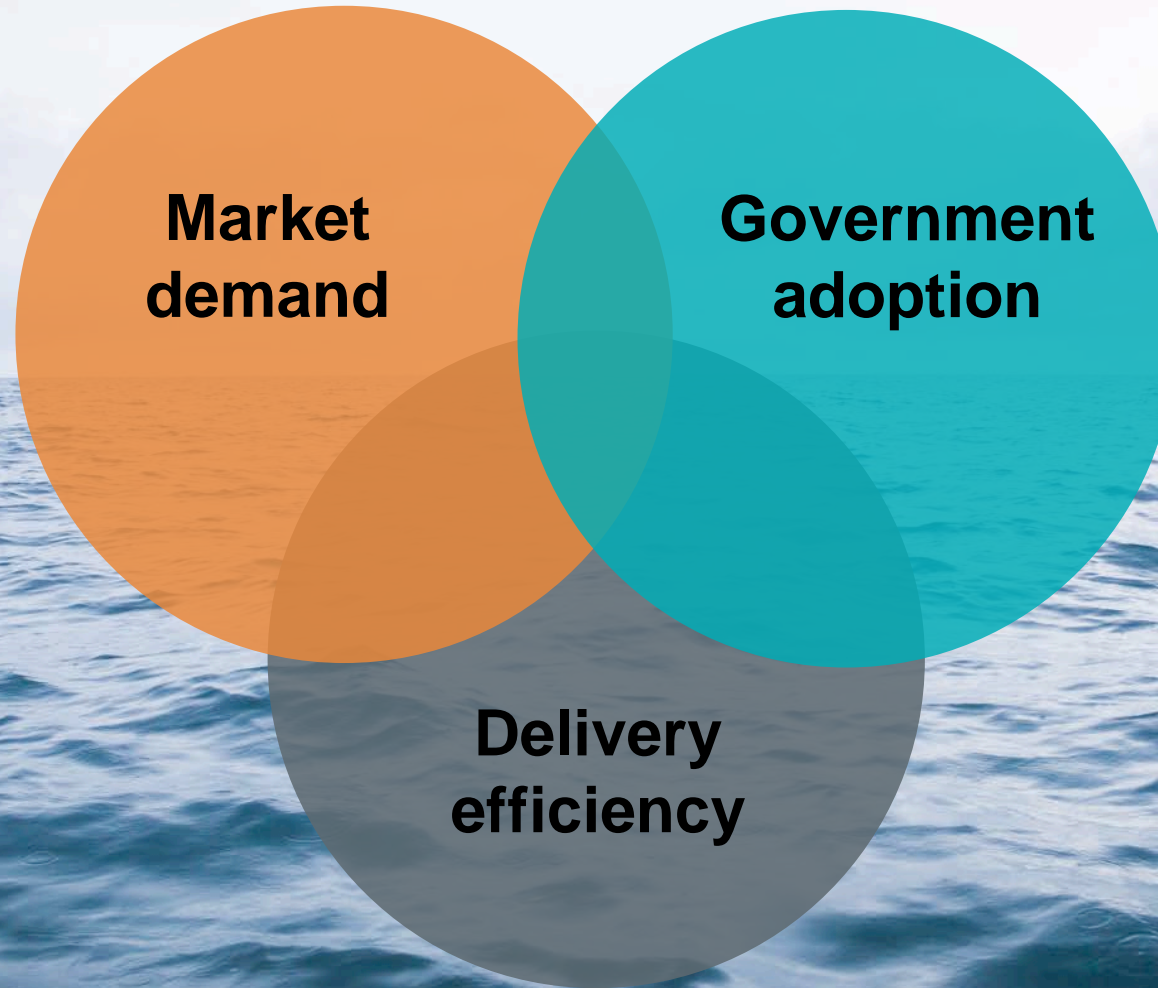
**Management and
enforcement at the
community level**

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A partnership of:



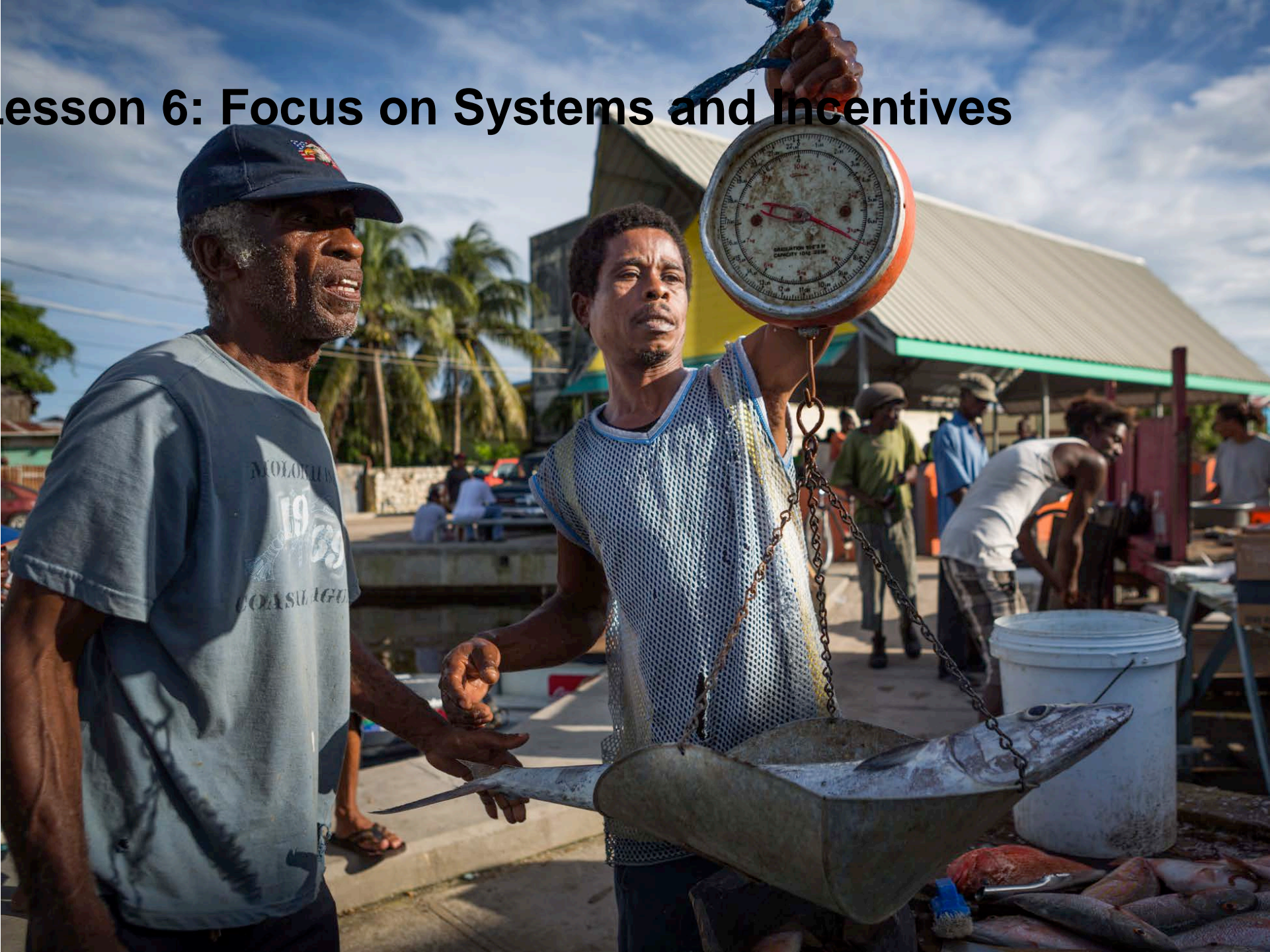
Lesson 4: Plan Backwards



Lesson 2: Governance Matters



Lesson 6: Focus on Systems and Incentives



Lesson 5: Tailor Evidence to Audience, Lesson 8: Educate Policy Makers on Scaling Up Realities,



Lesson 7: Overinvest in Information



Exclusive Access Privileges

- 1 TURF size and location is decided in participatory manner and based on best available scientific data, local ecological knowledge and community goals for the TURF.
- 2 TURF establishment corresponds to country-specific legal and political context.
- 3 TURF is designated on map and with clear boundary delineation and with markers on the water/close shore.
- 4 TURF boundaries, as delineated by community, have been communicated to key stakeholders, stakeholders know and respect TURF boundaries and understand regulations.
- 5 Systems for secure and exclusive privileges (access and extraction) are in place for fishers who meet eligibility requirements and who comply with TURF regulations.



Fishery Management

- 14 Traceable and transparent participatory process is in place for decision making regarding the TURF and Reserve management.
- 15 Multi-stakeholder TURF-Reserve management body (TRMB) with clearly defined authority and responsibilities is put in place with participation from fishing community. TRMB has legal authority for T-R management and enforcement.
- 16 Long term adaptive fisheries management plan is in place that: encompasses TURFs and Reserves; takes into consideration characteristics of the TURFs and Reserves; and includes appropriate Fisheries management controls that have been designed using the best available scientific data and local ecological knowledge to end, control, or prevent overfishing.
- 17 Extractive and destructive activities in the reserve are explicitly prohibited in the management plan. Tourism, diving, and other non-extractive uses might be permitted with proper regulations.



Fisheries Policy

- 24 Policy landscape analysis is conducted on a national level.
- 25 Leaders and decision-makers engaged in TURF-Reserve management process.
- 26 TURF Reserves are recognized by relevant government institutions.



Fish Recovery Zones

- 6 Reserve size and location is decided based on best available scientific data, local ecological knowledge and country-specific requirements for establishment of reserve areas, with the aim of 20% of TURF area.
- 7 Reserve size is practical for fishers/users and aligns with the community's ability to enforce and monitor.
- 8 Reserves with clearly defined boundaries are designated for long-term time periods.
- 9 Reserve boundaries, as delineated by community, have been communicated to key stakeholders, stakeholders know and respect no take zones boundaries and understand regulations.



Local Enforcement Systems

- 18 Local enforcement system is established, functional and legally recognized.
- 19 Fisheries management regulations have been communicated to key resource users.



Community Support

- 10 Community has commonly agreed upon list of goals and priority species for TURF-Reserve design and fisheries management.
- 11 A social norm is forming at the site around fisheries management and TURF-Reserve compliance & fishers increase self-compliance of fisheries management and TURF-Reserve regulations (Behavior Change).
- 12 Fishing community and decision-makers understand the benefits of TURF-Reserves and are bought in and engaged.
- 13 Fishers are organized in some way and are involved in TURF-Reserve management and decisions, and with fisheries management as a whole.



Monitoring & Evaluation

- 20 Monitoring team is established.
- 21 Detailed data collection plan is in place to inform performance indicators on Local constituency for sustainable fisheries, sustainable fisheries management, ecosystem conservation and fisheries productivity, profitable fisheries, and sustainable livelihoods as specified in the minimum requirements of the Global M&E Plan.
- 22 Data collection is executed in timely manner (pre and post campaign).
- 23 Data is uploaded to and stored in a centralized database.



Links to Markets

- 27 Markets landscape analysis is conducted on a national level.
- 28 Value chain analysis completed, including identification of promising market interventions.
- 29 ROI analysis completed at site (25% of sites per country).

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A partnership of:



**Let's Build Something
Together**



A Different Kind of Solution

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