

The CLEAR Story: A Model for Multi-Sectoral Collaboration for Wetland Conservation in the Philippines



Amy M. Lecciones

Society for the Conservation of Philippine Wetlands, Inc.

Ramsar CEPA Focal Point for the Philippines

Laguna de Bay



- * The largest inland body of water in the Philippines - a major lifeline for the communities residing in its watershed including Metropolitan Manila.
- * Being a multi-use resource, the lake is an indispensable source of water for fishing, irrigation, power supply, recreation, navigation and domestic use.
- * Development activities in its vast watershed continue to exert pressure on the ecological integrity of the Lake.

The CLEAR Partnership

07 June 2001

- Memorandum of Agreement was signed between Laguna Lake Development Authority, Society for the Conservation of Philippine Wetlands, Inc., and Unilever, Philippines (spearhead lake conservation awareness campaigns among key stakeholders to draw support towards a unified effort to conserve the Lake and its resources; pursue membership to the Living Lakes Network)

02 August 2001

- Laguna de Bay was accepted as a member of the Living Lakes Network



As the NGO partner of CLEAR, SCPW is its voting member to the Living Lakes Network.

The SCPW acts as the CLEAR Secretariat.



The CLEAR Partnership



Laguna Lake Development Authority (LLDA)

- A quasi-government agency with regulatory and proprietary functions, (established in 1966, under Department of Environment and Natural Resources).
- Mandated to lead, promote and accelerate the development and balanced growth of the Laguna de Bay basin within the context of national and regional plans and policies for social and economic development and to carry out the development of the basin with due regard and adequate provision for environment management control, preservation of the quality of human life and ecological systems, and the prevention of undue ecological disturbances, deterioration and pollution.



Society for the Conservation of Philippine Wetlands, Inc.

- A non-stock, non-government, non-profit organization, engaged in advocacy work supportive of wetland conservation objectives.
- SCPW also serves as network of wetland workers and advocates and establish linkages with local and international organizations.



Unilever Philippines, Inc. (ULP)

- A home and personal manufacturing company, is a business corporation which advocates water resource conservation efforts.



The CLEAR Partnership

OVERALL OBJECTIVE

To safeguard the ecological integrity of Laguna de Bay

SPECIFIC OBJECTIVES

- to establish an information and communication network that would foster dialogue and exchange of knowledge among stakeholders towards a more concerted effort in the conservation and management of the lake;
- to strengthen partnerships with local communities by involving local government units in lake stewardship (i.e. local ecotourism efforts); and
- to broaden the support base of CLEAR by soliciting the support of local industries in lake conservation efforts.



CLEAR is the platform for collaboration among the three partners in achieving their common goals.

The CLEAR Program



- responsible for the acceptance of Laguna de Bay in the Living Lakes Network (2001)
- ensures the continuity of efforts to manage the environment and conserve the resources of Laguna de Bay
- spearheads lake conservation awareness campaigns among key stakeholders to draw support towards a unified effort to conserve the Lake and its resources. (***mapping of initiatives***)



Main Strategy



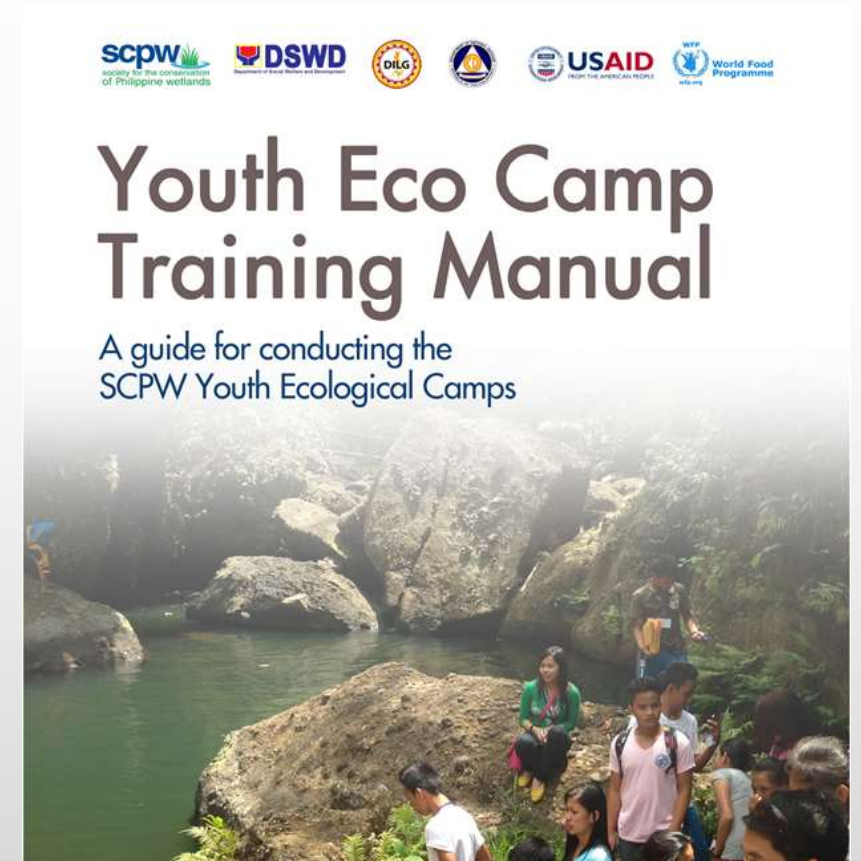
CEPA
(Communication, Capacity-Building, Education,
Participation and Awareness)
- High School Students as Target Group/s

Major Activities

- CLEAR Youth Ecological Camps
- CLEAR Youth Network Congress

CLEAR Youth Ecological Camps

- A 3-day live-in experiential learning event that focuses on the Youth (High School students) and their important role in wetland conservation
- Curriculum consists of learning sessions (basic ecological principles), field learning visits, visioning and action planning sessions, and implementation of school/community-based projects.
- Recently, Disaster Risk Reduction and Preparedness had been incorporated in the Eco-Camp curriculum





Youth Eco Camp Training Manual

A guide for conducting the SCPW Youth Ecological Camps



CLEAR Youth Ecological Camps

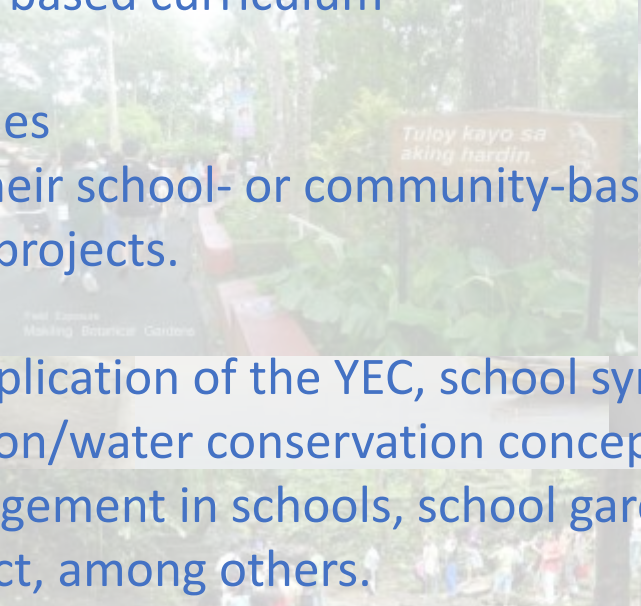
- * Since 2003, 24 camps have been conducted in 23 municipalities and cities around Laguna de Bay area, with 113 schools directly benefitting from the course.
- * Despite the Covid-19 pandemic, the CLEAR Partnership has successfully conducted two virtual Youth Ecological Camps for Kalayaan, Laguna on Nov. 4-5, 2021 and For Pililla, Rizal on 3-4 December 2022.
- * A Youth Ecological Camp Manual was also published to help in the replication of the eco-camp.



Experiential learning – based curriculum

- learning sessions,
- field exposure activities
- action planning for their school- or community-based wetland conservation projects.

Projects range from replication of the YEC, school symposia on wetland conservation/water conservation concepts, ecological waste management in schools, school gardens, Sachet Recovery Project, among others.





CLEAR Youth Network Congress (2006)

- annual gathering of the CLEAR Youth Network represented by Eco-Camp graduates and their groups that were formed in their schools and/or communities
- a venue for reporting accomplishments and planning of yearly activities and a platform for learning so that the youth network will continuously be equipped with new knowledge and practice in lake conservation
- It is the sustainability mechanism that ensures the continuing commitment of the CLEAR Youth Network in pursuing their mission of environmental protection.



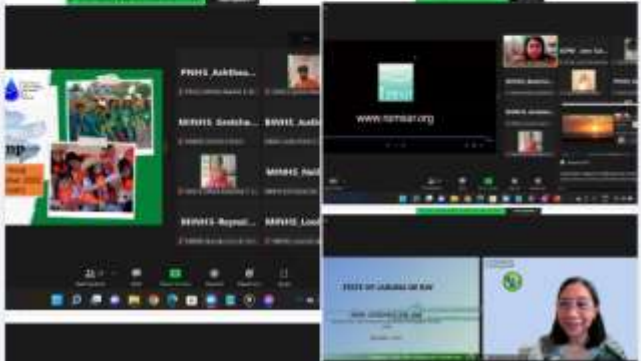
To date, the CLEAR Youth Network (CYN) is composed of more than a thousand high school students and young professionals that expanded from the core group of campers who continues to take action in protecting the environment.

CLEAR Youth Network (CYN) + Invite 🔍 ⋮

Caloy Quintos shared a post Admin · 3m · 🌐

The CLEAR Youth Ecological Camp for Pililla, Rizal (Dec 3 - 4, 2022)

The CLEAR (Conservation of Laguna de Bay's Environment and Resources) tripartite partnership among the Society for the Conservation of Philippine Wetlands (SCPW), Laguna Lake Development Authority (LLDA), and Unilever Philippines (ULP), has successfully conducted this year's CLEAR Youth Ecological Camp. The Eco-camp was held for the youth of Pililla, Rizal la... [See more](#)



About

During the Living Lakes Conference in Tagaytay City on May 2005, a parallel forum for the youth was held to consolidate their ideas and initiatives for the conservation of the lake environment. Youth groups, mostly from the lakeshore towns of Laguna de Bay, were invited as participants to this event. This resulted to the creation of the CLEAR Youth Network (CYN), with the initial youth organizations involved as core members. To sustain this momentum and enthusiasm, the network agreed to create activities that will harness the youth's leadership capabilities and their genuine love and concern for the environment, and meet once a year in a CLEAR Youth Network Congress. [See less](#)

Private
Only members can see who's in the group and what they post.

Hidden
Only members can find this group.

[Learn more](#)

facebook.com/groups/391372462392937

facebook

Network (CYN)

[Manage](#)



[Edit](#)

CLEAR Youth Network (CYN)

Connecting the CLEAR Youth Network through Facebook Group

- A Facebook Group was also created for the CLEAR Youth Network to connect the old and new eco-camp graduates and keep them updated about the Network.

Special Features of the CLEAR Youth Eco-Camp



Training of Trainers

Prior to the conduct of Eco Camps, the teachers were trained on how to conduct the Eco Camp to ensure that the youth will continuously have a pool of trainers who can pass the learning to other sectors of the community.



Community Meeting

After the eco-camp, the Action Plan and pilot projects or activities is presented by the youth teams in a Community Meeting to solicit the support of the community in the implementation of the projects of the Eco Campers.

Tasking among Partners



- **LLDA:** provides funds for food and accommodation for the CYN Eco-Camps and provides technical staff for the fieldwork; provides transportation for all the ecocamper graduate groups during CYN Congress.
- **SCPW:** overall coordinator for the preparation and conduct of eco camp and CYN Congress. SCPW also helps LLDA with the arrangements, handle the actual conduct of the eco-camp including providing Resource Persons, Facilitators, and Eco-Camp Kit (ID, Certificates, Resource Materials, Supplies)
- **Unilever:** provides funds for Secretariat (2003 – 2015); provides funds for the conduct of the CYN Youth Congress; provides gift packs, t-shirts and banners;
- **Local Government Units** take care of transporting the campers during field trip including the use of boats for the lake monitoring exercise.
- **High Schools** help with the selection and coordination with participants and their parents. Teachers also join eco-camp as chaperones and also to help in the facilitation, action planning, and implementation of their mini-projects. Later on, they act as coordinators for their municipality/school for the CYN Network.

Creating Impacts Through Partnerships

(How CLEAR promotes the individual conservation goals of the Partners)

- **For Laguna Lake Development Authority**
 - CLEAR helps LLDA in maintaining and improving the ecosystem of the Lake and the Region for sustainability, while taking into consideration the importance of the development of the people and community surrounding Laguna de Bay through school and community-based project crafted from the Youth Eco-camps.
 - CLEAR helps in achieving the vision of LLDA, particularly in complementing the tasks of their Community Development Division.



Creating Impacts Through Partnerships

(How CLEAR promotes the individual conservation goals of the Partners)

- For Unilever Philippines, Inc.
 - CLEAR contributes to implementing Unilever's Sustainable Living Plan
 - Circular Economy (has retrieved and processed about 13 tons of plastic waste from 2014-2019 under the CLEAR Eco-Camp Plastic Sachet Recovery Project). Plastic waste have been turned into pavers and schools chairs and donated back to the schools.



Creating Impacts Through Partnerships

(How CLEAR promotes the individual conservation goals of the Partners)

- For Society for the Conservation of Philippine Wetlands, Inc.
 - CLEAR is one of the major strategies of SCPW to promote the conservation and wise use of wetlands in the Philippines.
 - It is one of the major activities where SCPW provides a venue for learning and training young environmental stewards and implement CEPA (Communication, Capacity building, Education, Participation, and Awareness).



Outcomes

- **CLEAR Youth Network as an effective platform for active exchange of information among students, teachers, wetland practitioners (YEC, webinars, social media interactions, etc)**
 - ❑ The YEC curriculum has been tested as an effective tool for increasing the awareness of the youth in wetlands conservation for almost two decades, and lately, on disaster risk reduction and management, ecosystem-based adaptation, and other climate change-related issues
- **This initiative has empowered the youth to become an important community actor in wetland conservation and disaster risk reduction, management, and preparedness.**
 - ❑ Institutionalization of YEC (Mabitac): eco camper graduates are facilitators and resource person; strengthen partnerships with local communities by involving local government units in lake stewardship (i.e. local ecotourism efforts);

Outcomes

- **Institutionalization of CLEAR YEC in certain communities** to strengthen partnerships with local communities by involving local government units in lake stewardship (i.e. local ecotourism efforts); and
- **Broadened the support base of CLEAR by soliciting the support of local industries in lake conservation efforts and leveraging funds from the corporate sector**
- **The results of the Eco Camps have been outstanding based on a survey conducted among Campers in 2016.** In 19 years of conducting YEC, the growing number of groups continuously doing actions for wetlands conservation branched out with more projects and activities that also aided multisectoral involvement and partnership in their schools and communities.

Challenges

- Administrative policy changes among partners, ie Unilever, Philippines
- Political dynamics in every Municipality/Cities (challenge in coordination)
- COVID-19/pandemic (Restrictions from the Department of Education for activities allowed during pandemic)
- Unfortunate events during eco camps: weather, sickness of participants, and unwanted behaviors.

Lessons Learned: Replicability Tips

- Incentivize (Responsibilities and benefits should be clear to partners)
- Provide communication opportunities for all sectors, not just for the corporate sector.
- Let your partners speak for you and about you, so be a good partner!
- Create the space for participation from all sectors, using such partnership as platform
- Engage! Engage! Engage!

Conclusion/s and Way Forward

- The CLEAR Partnership has proven to be a simple, effective and replicable model for collaboration on wetland conservation in the Philippines.
- The CLEAR Partnership has raised the profile of all three partners in terms of their roles and commitment to wetland conservation. This has been translated into confidence and trust in other sectors of society to be part of this Program.
- In celebration of its 20th year as partners, the CLEAR program will be reviewed in 2023 by a third-party entity to further ensure the relevance of the program.
- Seek more partners for the conduct of CYN Congress; Explore institutionalizing the CLEAR YEC to other LGUs using their funds.
- For SCPW, it has expanded the reach of the Society and helped in leveraging funds for its activities.

Government Agencies



LPPWP Protected Area Management Board



Local Government Units



Academe



Private Sector



Civil Society



Philippine Water Partnership



New Maria
Sinukuan
Upland
Farmers
Association
of Arayat

Macagatal
Irrigators
Association



International Organizations





Thank you!

SOCIETY FOR THE CONSERVATION OF PHILIPPINE WETLANDS, INC.

Website: www.wetlands.ph

Facebook: www.facebook.com/scpwinc

Youtube: bit.ly/SCPWinc