



## Table of Contents

- Letter from the Team
- Micronesia Pride: Toward the Vision
- Campaign Journey
- Campaign Technical Highlights

## Micronesian Solutions for Long-Term Behavior Change

Speak with any Micronesia Pride Campaign Manager about their campaign and they'll be sure to bring up elements of their barrier removal strategy. These technical activities are designed to enable a community to adopt and maintain a desired behavior. In addition to planning, organizing, and implementing their social marketing activities, the Campaign Managers (CM) are also engaged in designing incentives and/or employing technical solutions that will help build sustainable conservation at their sites.

Designing a campaign's barrier removal strategy starts with each CM asking the questions: "What does it take to have effective long-term conservation at my site? What has been missing? And how can I make it easier or more attractive for my community to consider and ultimately adopt the behavior that I am asking of them?"

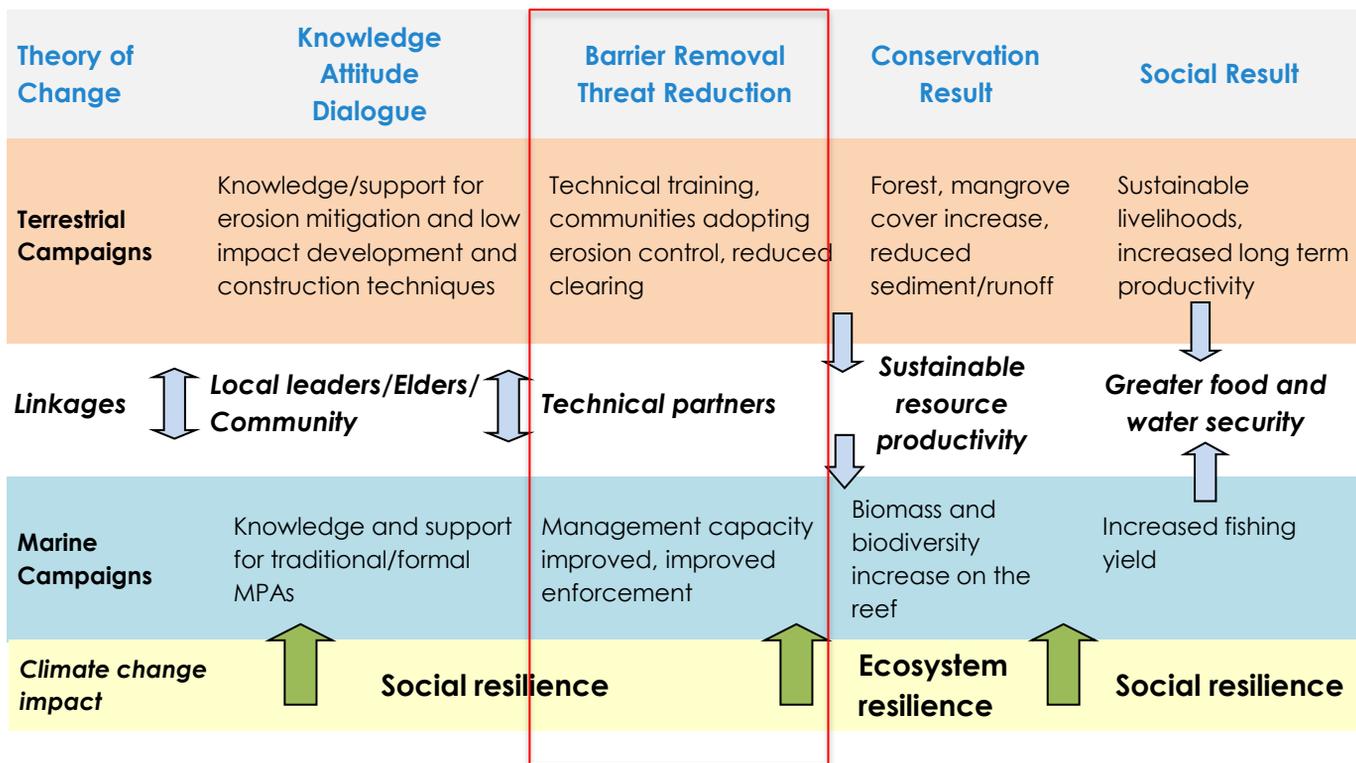
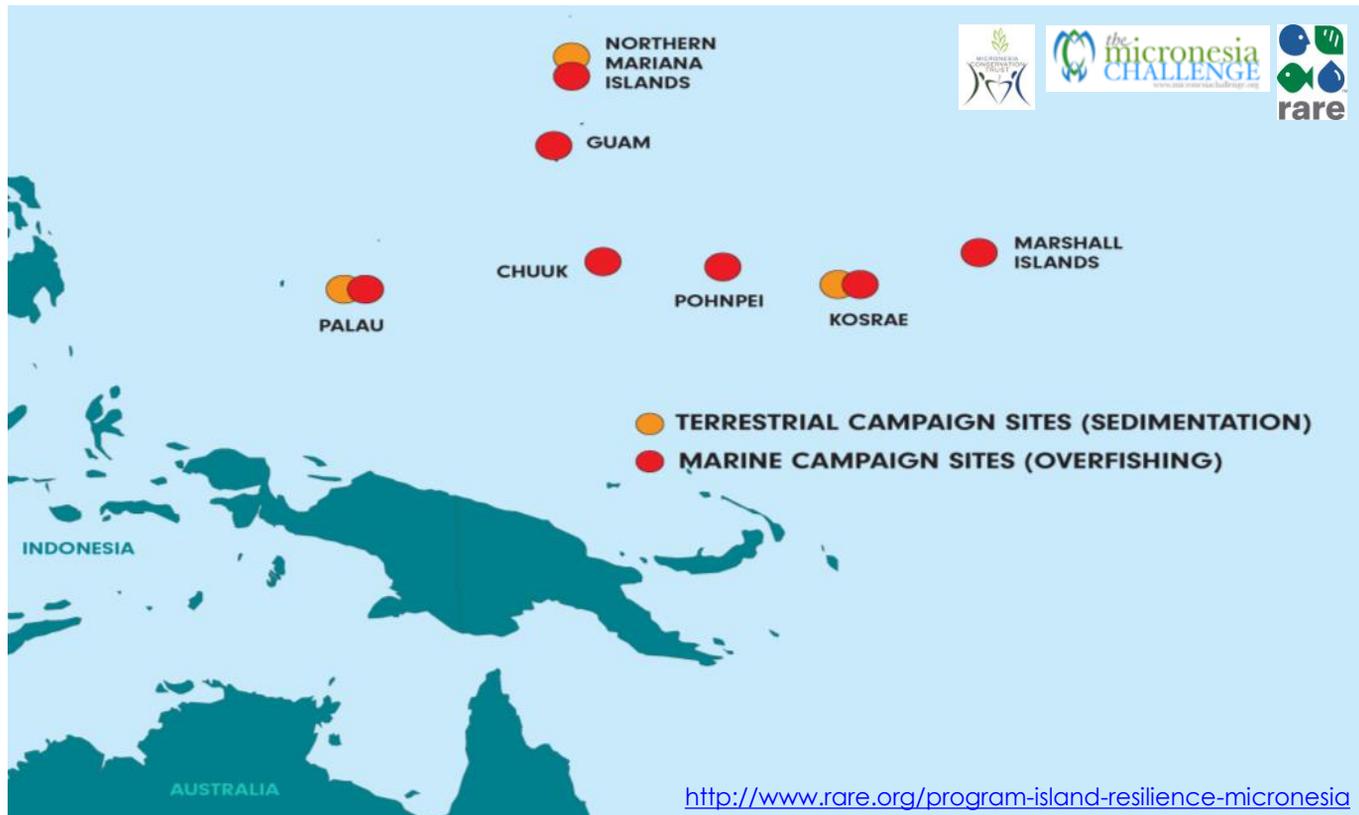
As the new year begins, we share updates from each campaign and some of program's the barrier removal solutions they have been undertaking to enable long-term behavior change in their communities. For marine campaigns, the focus has been on building and improving governance infrastructure (i.e. management plans, guardhouses, hotlines, etc.) and building the community's technical capacity to manage the marine resources; for the terrestrial campaigns, the focus is on organizing local community members to assist in replanting and installing other erosion control practices to protect the watersheds.

Campaign managers will measure the impact of these strategies in end-of-campaign assessments; however, many of these BR strategies are already producing real and sometimes unexpected outcomes, like increasing a community's preparedness and response to the effects of recent Typhoon Haiyan.

Lastly, on behalf of the cohort, we would like to thank all the donors, especially the Australian Agency for International Development, whose support has made a lot of this work possible.

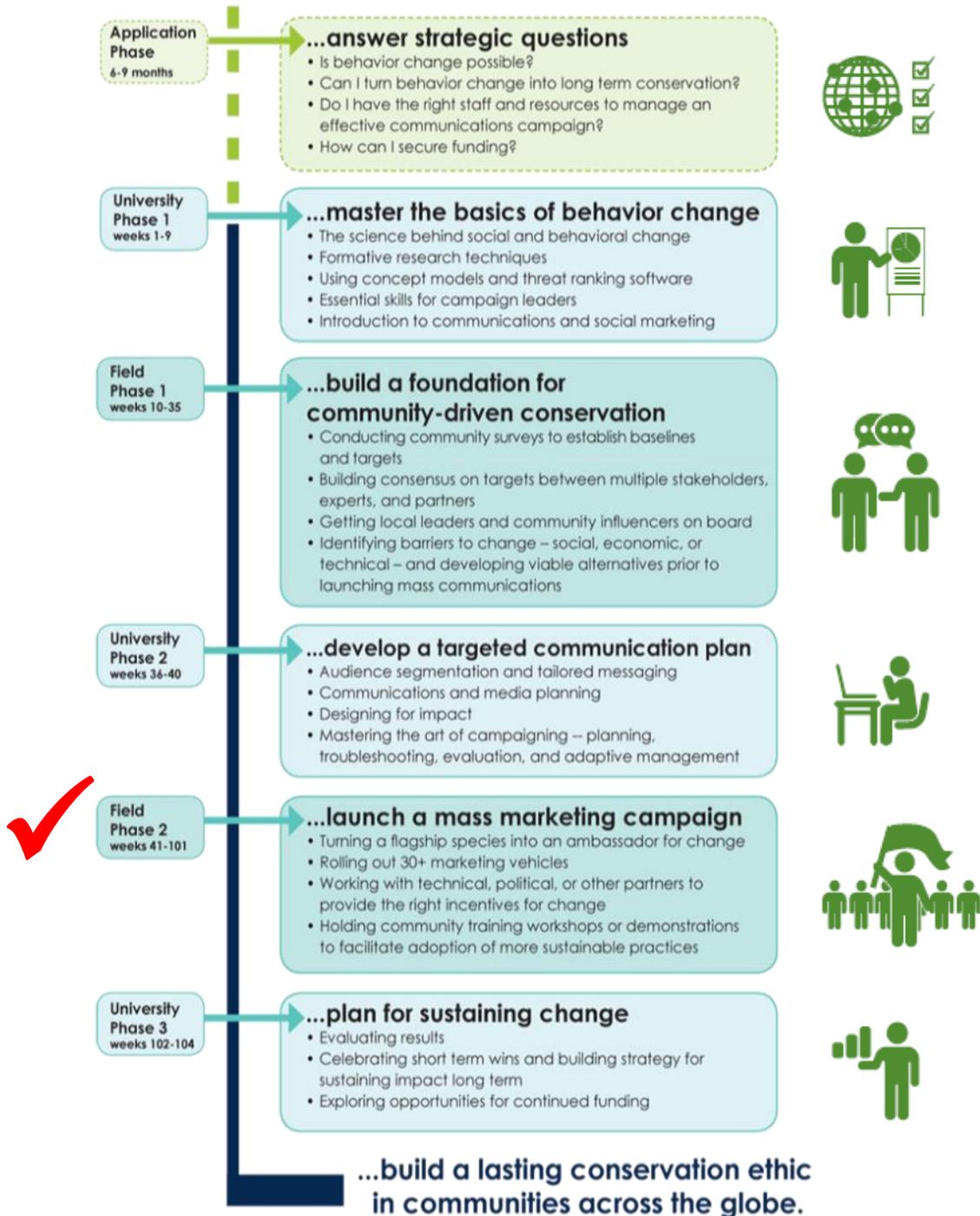
-the Rare Micronesia Team

# Micronesia Pride: Toward the Vision



# Campaign Journey

Rare partners with conservation organizations and agencies all over the world to train local conservation leaders on how to change the way their communities relate to nature. Our signature method is called a “Pride Campaign” – so named because it’s aimed at inspiring people to take pride in the species and habitats that make their community unique, while also exploring realistic alternatives to environmentally unsustainable practices. Below is a “roadmap” of each campaign’s journey and how far each of the CMs have taken their campaigns to where they are now.



# Campaign Technical Highlights

## UTWE PRIDE CAMPAIGN

### Partnerships Address Behavior Change Barriers in Kosrae

Sometimes effective partnerships can make all the difference. The Utwe Biosphere reserve provides important habitat for an exemplary array of nearshore and mangrove-related marine species. The core area of the reserve, a No Take Zone (NTZ), also serves as a fishery replenishment area for the nearby communities that depends on fishing in adjacent areas for sustenance and income. The location of the NTZ however, far from view of local villages, presents a challenge for the community to properly manage area due to occasional night-time poaching by wayward fishermen.

The Utwe community, the Kosrae Conservation and Safety Organization (KCSO), and Pride

Campaign Manager Osamu Nedlic, decided that building a simple guardhouse close to the Biosphere Reserve would offer a better view for monitoring the NTZ. To get assistance in patrolling of the area, Osamu called upon the Kosrae Police Chief and Captain and a new taskforce called Kosrae Conservation Enforcement Taskforce or KCET for assistance.

In forming a partnership among the community and KCET, the new team is on track to provide greater surveillance in the area and faster response should a violation occur. Osamu is also working with state and municipal level leaders to find ways to allocate funds for increased support of this team and KCET's activities across the island.



# Campaign Technical Highlights

## NANWAP PRIDE CAMPAIGN

### Forging effective partnerships for better MPA management and compliance in Pohnpei

The five communities of Lukop, Metipw, Dolopwhail, Mesihso, and Aparahk adjacent to the NanWap marine area on the eastern coast of Pohnpei have for years longed for better management of the nearshore area that they depend on for food. After making a request to the Pohnpei State government to establish a no-take area that encompasses important fish breeding habitats three years ago, the five villages have initiated a process to develop a co-management agreement with the State Department of Land and Natural Resources.

Because state agencies in Pohnpei have the mandate to manage protected areas but have limited resources to be on-site regularly, co-management arrangements make good sense, allowing for nearby villages to participate in management activities such as monitoring the areas against poaching. With the assistance of NOAA's Pacific Island Managed and Protected Area Community, and support from the Micronesia Conservation Trust and Australian Agency for International Development, technical barrier removal for the Nanwap Pride campaign have focused on strengthening this partnership through development of a co-management plan and building capacity of

nearby community members to better engage with state agencies.

So far community members have received training in compliance and surveillance skills and have collectively developed a set of state-wide standard operating procedures (SOPs). A guardhouse and a adjacent to the MPA has been erected and will provide shelter for community members who stay up at night listening and watching for boats in the area. A community center is also near completion.

With these steps the communities feel that they will be able to counter and ultimately reduce the threats of poaching from local fishermen. Says Angel, the campaign manager from the Conservation Society of Pohnpei "once other fishermen know that community members are watching the area and can effectively identify and document suspicious activities, we are confident that poaching will decrease on its own. If not, our community members now have the have a clearer process in place to report these incidences to State law enforcement agencies so that there is another level of enforcement to go to."



# Campaign Launch Highlights

## PAREM ISLAND PRIDE CAMPAIGN

### Building on community commitment in Chuuk one step at a time

On the Chuukese island of Parem, the Tiun marine reserve has been traditionally declared as a no-take-zone by local resource owners, but has remained without a clear legal mechanism for state-level management support. As a component of the Chuuk Pride Campaign's barrier removal strategy, Curtis with the Department of Marine Resources (DMR) and the Chuuk Conservation Society (CCS) are working to develop a management plan that sets clear targets and guidelines for management. This new plan is intended to respect local tenure and customary practices while allowing the MPA to be formally recognized and therefore eligible for support from state management agencies. Partnering with the Pacific Islands Marine Protected Areas Community (PIMPAC) and The Nature Conservancy, Curtis has been facilitating conversations and discussions with community members and agency stakeholders as a basis for the foundations of the site plan.

This process has been particularly illuminating for the team of facilitators, which includes Berna Gorong from Yap and Lolita Gibbons-Decherong from Palau, as the community plans the next steps in the process.

In Chuuk where resource ownership and tenure issues can be especially tricky, Curtis mentions, "The management planning process has forced us to reevaluate where we are at with management at the site and what needs to happen for the community to take the next step. An incremental component of this process has been the designation of a planning team that will help draft the management plan. This team will give more community-driven direction to the project that may have been lacking in the past."

Currently, Curtis, DMR, CCS, and the Parem community with the support of Wayne Andrew from PIMPAC and Rare are completing the final stages of the management planning process.



Credit: Lolita Gibbons.



# Campaign Technical Highlights

## PITI PRIDE CAMPAIGN

### Digital Technology Helping to Manage and Conserve Guam's Natural Resources

Campaign Manager Jane Dia is putting cell phones to use in support of her campaign. A new twist on the traditional hotline concept, Jane and the Department of Agriculture is employing a digital hotline number that allows individual to text in events and suspicious observations as well as leave voice messages. This approach is proving to be very successful as most people are out and about when they see interesting occurrences or potentially illegal activities related to Guam's natural resources and reports can be made while event are occurring.

After being received, tips and other observations are responded to by Guam's Division of Wildlife and Aquatic Resources Enforcement Unit, Police or appropriate agency. So far in the months of October and November the new hotline has led to eight tips, leading to one arrest, and an additional investigation. Jane comments, "this new method of receiving input from the public has been extremely useful and we hope to continue to receive the community's support, input and feedback

on this approach." Jane adds, "We are also considering ways in which we can best report back to the public the outcomes of the valuable information they provide so that they can be aware of how their participation lead to specific agency activities and outcomes."

Now that the hotline is up and running and providing useful information, Jane's next barrier removal activities will focus on engaging community groups and tour guides to incorporate more environmentally friendly practices into their regular activities.



# Campaign Technical Highlights

## MANAGAHA SANCTUARY PRIDE CAMPAIGN

### Working with Local Agencies to Support and Improving Better MPA Management

Kodep Ogumoro-Uludong maintains that community involvement is the key to managing Managaha Island and its surrounding waters better. Managaha is one of Saipan's most popular and visited recreational sites. A sandy island and nearshore waters with rich with diverse corals and fish species, the island's historical and cultural significance and natural beauty make it a popular destination for many residents and tourists alike. Its no-take Marine Conservation Area (MCA) also serves as a fish replenishment area for nearby reefs. A growing awareness of reef fish declines in the waters around Saipan makes well-managed marine areas even more important for fishery recovery efforts.

However, with these declines comes increasing appeal for fishermen to fish within the Managaha MCA's no-take zone. To help address the potential threat of poaching within the MCA and raise support for respecting local fishery management rules, Mariana Islands Nature Alliance (MINA) and Kodep are working closely with CNMI natural resource agencies and the nearby Tanapag community with strong ties to the area to

A key step for MINA's Managaha Pride Campaign is to help establish a system to better assess the level of potential violations of poaching within the MCA. To achieve this, part of Kodep's barrier removal strategy includes working with CNMI's Division of Fish and Wildlife (DFW) and local community volunteer watch groups, such as MINA's well-established Tasi Watch program, to improve observation, surveillance and documentation within the MCA's 500 hectare no-take zone.

Kodep has already secured relationships with local boat operators to transport the volunteers to the island. Kodep notes, "Its great to see community members and local businesses willing to help out for a common cause."

It is hoped that with greater community involvement and more systematic surveillance, documentation and reporting, management groups will have a better understanding of the threats facing the area and how to best address them to keep Managaha MCA productive and flourishing.



# Campaign Technical Highlights

## KOROR PRIDE CAMPAIGN

### Combining Social Marketing and Barrier Removal Approaches to Enhance MPA Management in the Rock Islands of Palau.

The Koror State Department of Conservation and Law Enforcement is responsible for ensuring that management regulations within the entire 1000 sq km area of the Rock Islands (now a UNESCO World Heritage Site) are respected and upheld by tourists and residents alike. Within this context, Koror state's Pride campaign centers on helping marine resource users and boaters recognize the importance of respecting the rules of Ngederrak Marine Protected Area and the Rock Islands.

As part of the barrier removal strategy that supports the campaign, Koror State and Ileb are working to ensure there are markers and buoys installed that clearly demark the area and that boaters are aware of the MPA's boundaries and rules. Ileb is also working within her department to help improve the way Koror State Conservation Officers do their work – by supporting new approaches to patrolling and surveillance, as well as development of new standards of operation. Ileb observes, "Because we are regarded as one of the most experienced and well-resourced conservation units in Palau, there is a lot more expected of us...the Department is trying to meet those expectations by improving current

management through developing SOPs, and training programs, in addition to improving outreach and awareness activities."

In the future, skills and practices learned in improving compliance and management of the Ngederrak MPA are expected to be transferred to other MPAs in the Rock Islands and possibly to other MPAs in other Palau states. But for now, an advisory committee for the management of Ngederrak has been established and complimenting social marketing and barrier removal activities are currently underway. These activities and material feature Captain Malii, the campaign's mascot, and include radio announcements and strategically placed billboards, as well as a Ngederrak "MPA Day" event that will allow residents and boaters to visit the MPA and learn more about the area and the status of its resources.



# Campaign Technical Highlights

## YELA\_TAFUNSAK PRIDE CAMPAIGN

### Working to Cut Down on Clear Cutting within Kosrae's Mangroves

William William and the Yela Environment Landowners Authority (YELA) see the connection between the Kosrae's lush mangroves and healthy reefs and the abundant resources that they can provide. As Acting Director of YELA, William's campaign objective is to change the behavior of mangrove harvesters in and around the Yela District in Kosrae to adopt a more sustainable, selective cutting approach.

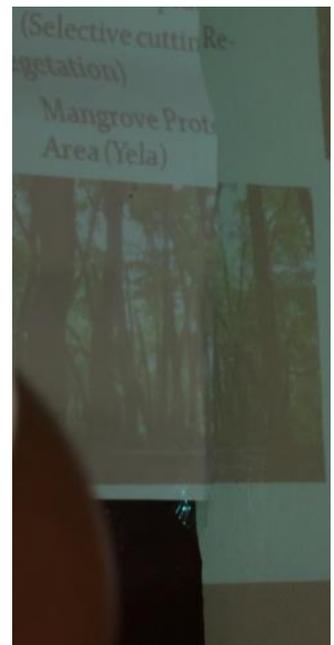
Mangrove cutting in the Yela area is among the highest on the island and tends to remove or damage entire plots of trees, rather than selective cutting, a more environmentally friendly approach. In addition to some of the social marketing the campaign is undertaking, YELA, the Kosrae Island Resource Management Authority (KIRMA), Kosrae Conservation and Enforcement Task Force, and Kosrae Conservation and Safety Organization (KCSO) have been hard at work planning and preparing for ways to make it easier for harvesters to adopt and continue to use more sustainable harvesting methods.

Parts of YELA Pride campaign's barrier removal strategy includes the provision of training in selective cutting techniques, as well as initial planning with adjacent communities, including the Walung Hamlet, in helping to identify mangrove protection areas.

A consultation workshop with communities, led by KIRMA, with YELA participation, is under way to designate closed areas and open areas for cutting. Group meetings with partners are still ongoing to ensure that all stakeholders are on the same page and progressing towards a common goal.

YELA anticipated that training on selective cutting and vegetation will come in late

February, once the community consultation workshops are completed to reinforce roles and regulation set forth by the communities.



# Campaign Technical Highlights

## NETT PRIDE CAMPAIGN

### Growing Agroforestry in Pohnpei

Eugene Eperium, the Campaign Manager for Nett Watershed Campaign from the Pohnpei State Division of Forestry, has a plan to assist farmers in the Nanpil River watershed grow a greener type of sakau (kava). But first he needs to identify and document where the farmers are farming. Upland sakau farms in Pohnpei tend to practice a form of clear-cut agriculture where patches of forest are cleared, and sakau is planted, tended and then harvested after a number of years. This process and the remaining abandoned plots not only reduces the amount of intact primary forests overtime, but also exposes the earth to increased levels of erosion and potential landslides – all of which is not good for river water quality and coral reefs.

The Department of Forestry and Eugene's vision are to help farmers implement sustainable agroforestry and replanting activities together with the sakau cultivation they already practice. This, he hopes, will help minimize the disturbance from cultivation and reduce sedimentation that ultimately flows to Pohnpei's lagoon and reefs. But knowing what and where potentially negative activities are happening within the Nett watershed is the first step. And within the Nanpil River Watershed, which rises up steep vegetated slopes of the northeast part of Pohnpei Island and covering approximately 3 square miles, this alone is a big task. To accomplish this, Eugene is working with a team of forest monitors that will help document, update, and map farming activities that are occurring in the watershed.

With assistance from the Pohnpei State Department of Lands and Natural Resources Mapping Division, this information will be added to existing GIS layers and used by Eugene to plan, implement, and monitor important elements of his campaign. He mentions that ideally he, "would like to see farmers undertaking new behaviors by farming in allowed areas and planting native and fruit

trees while growing sakau and before they leave to other locations."

The Campaign will also serves as an initial platform to build community support and mobilization for a future water fund in Nett.



# Campaign Technical Highlights

## LAOLAO BAY PRIDE CAMPAIGN

### Working on the Land to Protect the Ocean and Our Way of Life on Saipan

Jihan Buniag, CM from Saipan's Division of Environmental Quality (DEQ), insists that there are so many positive things that can be done by the community, that it makes more sense involving them instead of solely focusing on large engineering projects. Therefore, DEQ's Pride Campaign focuses on reducing the amount of sedimentation that flows in to Saipan's biologically abundant and sensitive Lao Lao Bay watershed by engaging the wider community to take action.

Jihan explains, "While road stabilization and storm water control projects are important for mitigating some sources of erosion around the bay, they do not necessarily affect the hearts and minds of our residents, nor can the work at the scale that is needed – which is watershed-wide." She adds, "Our approach aims to address issues on homeowner's properties which in some cases may contribute a significant amount of sediment within the watershed."

The Lao Lao Watershed Campaign collaborates closely with the CNMI's Coastal Resources Management Office (CRM), the Department of Public Works (DPW), Department of Lands and Natural Resources (DLNR), Division of Forestry, the Northern Marianas Community College, the Natural Resource Conservation Service, landowners, schools, volunteer groups, residents, divers, and beach users.

To augment technical efforts, DEQ and Jihan are focusing on several targeted barrier removal activities to make it easier for landowners and surrounding community to support and undertake erosion control practices, whether on their own properties or on publically-owned areas. Launching a "rain garden" – an installation that demonstrates how vegetation can be used to collect and slow down water flow for greater absorption into the soil – has engendered much support for a local school group and community members.

But DEQ is not stopping there. They are working with the local forestry agencies to develop replanting programs for badly eroded areas and provide incentives for individuals to learn and participate more in these efforts. The campaign's additional barrier removal strategies include providing free vouchers and training for homeowners to initiate the process of planting native plants on their properties that will control potential erosion.



# Campaign Launch Highlights

## NGARCHELONG PRIDE CAMPAIGN

### A Well-Organized Community is the Best Insurance

For Ann Singeo, keeping up with her campaign's community volunteers is a tough but worthwhile job. The self-declared "Erosion Control Ladies" have been working tirelessly to re-vegetate barren land and minimize erosion in her home state of Ngarchelong for months now. The women there have been implementing traditional erosion control practices and adapting new ones to maintain the health of the land and help protect the surrounding coral reef from sedimentation.

Working closely with traditional leaders, government officials, and local schools, Ebiill Society and Ann's approach to the Campaign's barrier removal activities have been to "learn from nature and replicate what it teaches us." Ann adds, "We have learned through our erosion control efforts in the community to observe and implement ways that nature heals itself. These methods have proved to be the most effective and successful in our forests and in our community."

So far the Erosion Control Ladies have planted thousands of seedlings in barren areas and are working in numerous waterways and taro patches to maintain healthy water flows.

And little did Ann know that when she was first starting to organize these women that they would play an important role in community typhoon response and resilience in the months to come. When Typhoon Haiyan roared through Ngarchelong damaging homes and interrupting the State's water supply, the already mobilized Erosion Control Ladies were some of the first on the scene providing assistance to others in the area and clearing waterways while national response units were still far away.

