

## Inabanga named finalist in Rare Pride program

INABANGA is now shortlisted in the Rare Pride Program for sustainable fishing in the Philippines.

It is one of 16 chosen from among 160 local government units (LGUs) and non-government organizations (NGOs) that have expressed interest in the two-year Rare Pride program that uses social marketing strategies for conservation of marine protected areas (MPAs) at the local level.

Mayor Jose Jono Jumamoy, Tian Cempron, community organizer and proposed campaign manager of Inabanga and their counterparts in the 15 other finalists attended the strategy finalization and social marketing workshop as well as the final interview with Steve Watkins, Rare Pride's English Program vice president at the Montebello Villa in Banilad, Cebu City on February 2-5.

The participants were

introduced to social marketing as an effective tool to change behaviors in order to achieve long term conservation and social goals and to build a common understanding of social marketing and conservation strategies for strengthening MPA management in the Philippines.

The final interview focused on the presentation of the theory of change, full application review, co-funding discussion, additional gaps, and for questions and comments.

During the workshop, the Pride theory of change, social marketing for behavior change and removing barriers to behavior change were given deeper analyses and understanding.

Campaign managers for the Pride program will undergo training in English on how to use social marketing tactics to build awareness, influence attitudes and enable meaningful change

that Rare will conduct at the Georgetown University. After completing the training, the campaign managers are expected to implement these strategies in their respective localities.

Watkins served as lead facilitator during the event. He was assisted by Ariela Rosenstein, Rare's training manager; Adam Murray, regional program manager based in Fiji Islands, Khahn Nguyen, Rare's partnership manager, and CRM expert Stuart Green.

Aside from Inabanga, other Bohol finalists are the Provincial Agriculturist's Office and the Maribojoc Bay Management Office. Others are LGUs and NGOs from Southern Leyte, Davao, Negros Oriental, Cebu, Luzon and Surigao del Sur.

Of the 16 finalists, only 12 applicants will be chosen to run the Rare Pride Campaign Program for sustainable fishing in the Philippines.



**STRATEGIZING.** Tian Cempron (far right) and Mayor Jose Jono Jumamoy map out plans with Steve Watkins, Rare Pride program vice president, CRM expert Stuart "Estong" Green and Rare's partnership manager Khanh Nguyen during the final interview.

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and accepted by Aumentado and Trinidad Mayor Judith del

time, he reasoned that the signatures to Cagay's COMA

across Bohol belied Chatto's allegations and vouched for Aumentado's loyalty to the party.

Commission on Elections (Comelec) a letter dated December 4 but received at the Office of the Governor on

mayor be declared the official candidate and Aumentado as independent. The governor, through

period - before the December 14 deadline, and requested that the Comelec uphold the party decision