



MCT-Rare Program for Island Resilience Monthly Newsletter

October 2013



Campaign Manager Ileb Olkeriill with Captain Malii and local elementary students during Palau Independence Day celebrations

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Micronesia Pride – Unleashed!

People and their behaviors are complex. An idea or solution that may work for one person doesn't mean it will work for another person or a hundred people. Such is the challenge of planning and implementing a Pride Campaign – finding the right message (and channels) that will effectively reach and move the majority to act in favor of natural resource sustainability.

Using research compiled and analyzed then crafted into customized social marketing strategies over the past 10 months, Campaign Managers (CMs) hope to have struck that delicate balance between irresistible, truthful messaging and impactful community-based conservation. It's always a work in progress though – as people and target audiences are prone to change. This is where creativity comes in as CMs adaptively respond and tweak their respective activities and materials to always keep their target audiences engaged.

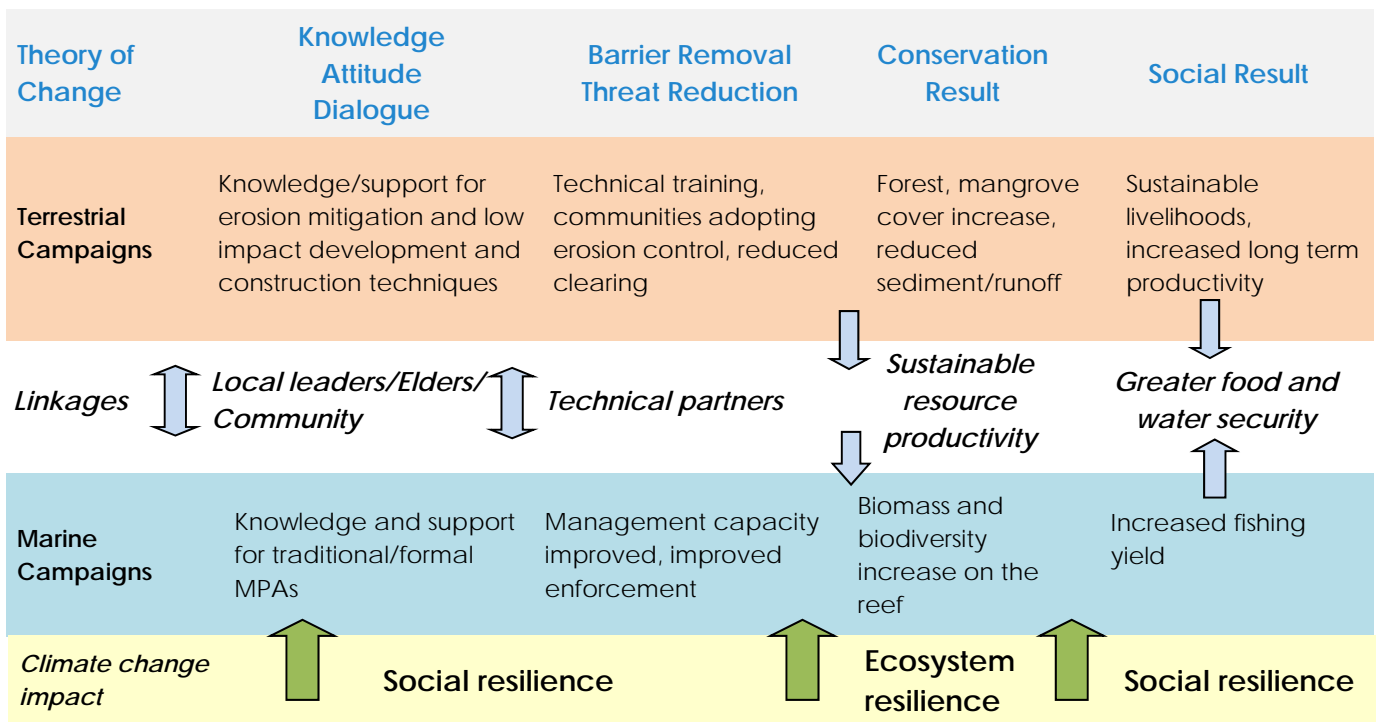
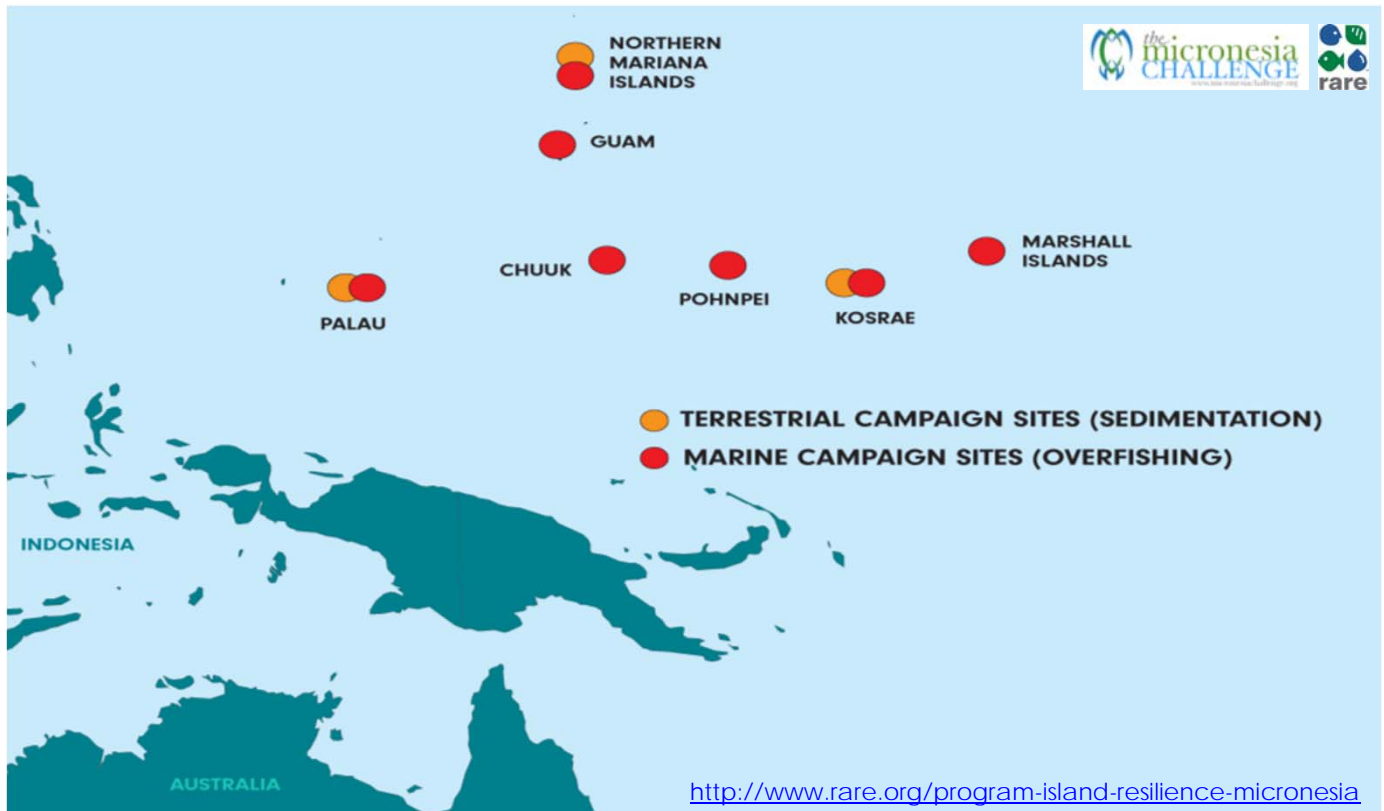
With the exception of the Utwe Pride Campaign (who launched as early as July!), September and October officially saw Pride unleashed across the region as CMs' launched their respective campaigns. Whether it's focused on marine protected areas and fisheries or on watershed management, the ultimate aim for all is conservation for people – to sustain the resources that we need to survive.

In the following pages, you will find a short recap of the vision driving the Micronesia Program for Island Resilience as well as a roadmap for Pride (and what stage the cohort is at). The real highlight of this newsletter are the launch write-ups of which many, if not all, were initially drafted by the Campaign Managers themselves as blog posts on rareplanet.org. For this, the Micronesia team would like to acknowledge and thank the CMs for active and rich campaign documentation.

Much also happened concurrently with these launches, including management planning, monitoring, community capacity building/training and other technical work (otherwise known as barrier removal) for creating an enabling environment for communities to not only change, but also thrive. This will be the focus of our next issue, so stayed tuned!

- the Rare Micronesia Team

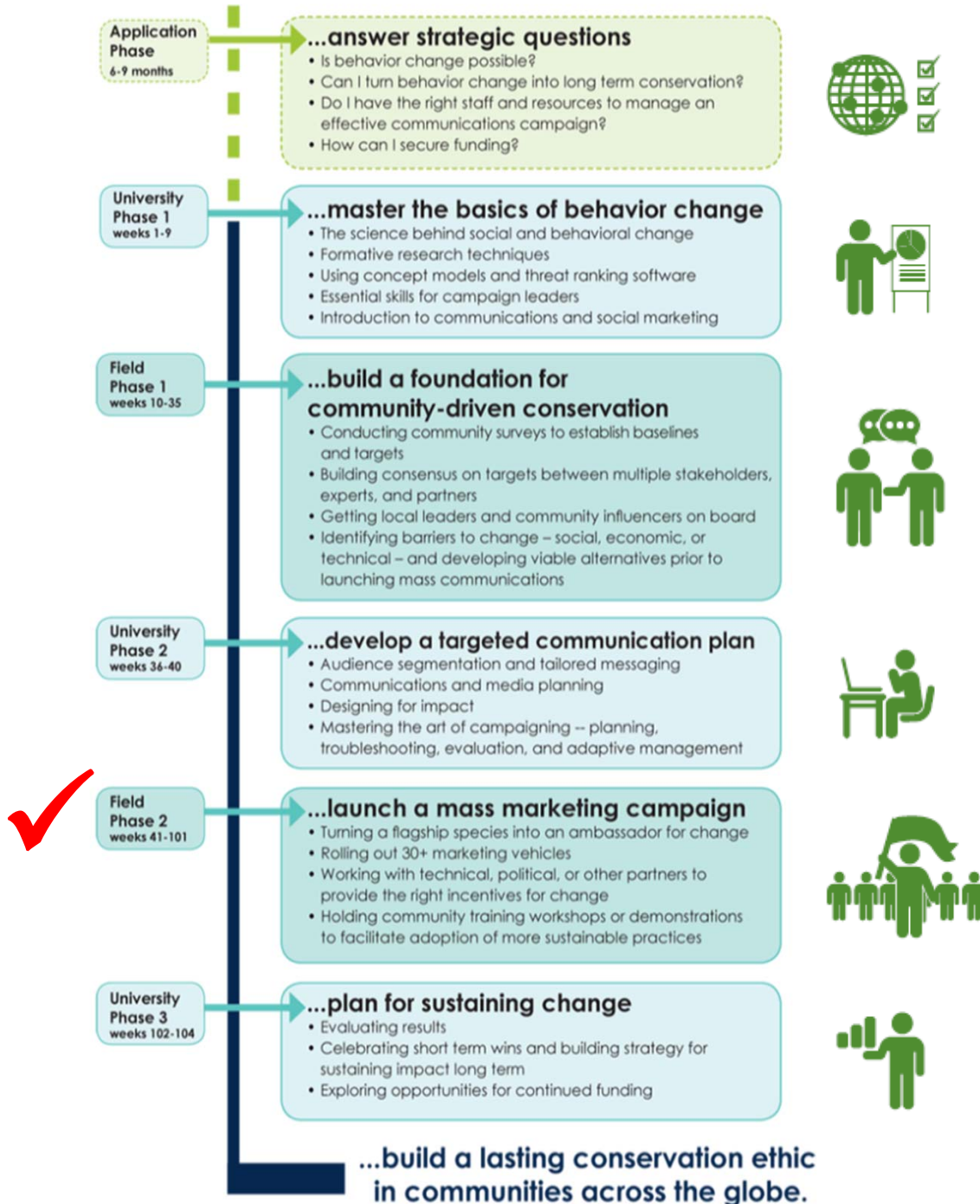
Micronesia Pride: Toward the Vision



Strengthening marine protected areas and watershed management through local communities

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 Launch Highlights

UTWE PRIDE CAMPAIGN

Launching First, Launching Strong – Utwe Biosphere Reserve

On July 20th, in the Municipality of Utwe, over 800 people on island celebrated the annual Utwe Day. Many Kosraeans, including Governor Lyndon Jackson drove out to Utwe, the furthest village on the main road, to honor this day with the community. He was accompanied by Lt. Governor Sigrah, members of his cabinet as well as other dignitaries from the Legislature and Judiciary.

Speakers throughout the day kept mentioning the Pride Campaign for the Utwe Biosphere Reserve. Everyone saw the Utwe Pride Campaign banner as it was strategically placed on the field facing where many of the people were seated. Children ran after the mascot, Powac Powac (Kosraean for mangrove crab), as it was being introduced to the crowd. Spectators laughed and shouted while taking the opportunity to take photos with Powac Powac. Many people agreed that of all the Utwe Day gatherings, this year was by far the best because people from all villages attended and an unsuspecting mangrove crab came and joined in the fun!



YELA_TAFUNSAK PRIDE CAMPAIGN

Tafunsak Athletes are Ambassadors for Conservation

Kosrae Liberation Day was celebrated for an entire week from September 2nd to 7th. Prior to the culminating sports event, flyers regarding the Yela_Tafunsak Pride Campaign were distributed and posted on walls of the Municipal Office and the Elementary School where the games were taking place. Interest arose and positive comments were heard during the opening ceremony on September 7th, when a group of athletes marched into the crowd with a banner for the Yela_Tafunsak Pride Campaign. This banner was specially hand painted by a talented local artist, Hans Skilling. The plan was supported and organized by the Mayor of the Tafunsak Municipality and his Liberation Day Task Force.



In addition to the Mayor's active participation, both the Vice Chairman of the Tafunsak Municipal Government Council and the Floor Leader of the Kosrae State Legislature acknowledged the campaign's efforts to protect Kosrae's resources. They urged the community to give their full support as it would be for their benefit.

Campaign Launch Highlights

KOROR PRIDE CAMPAIGN and NGARCHELONG PRIDE CAMPAIGN A Show of Palau Pride and Solidarity on Independence Day

To celebrate 19 years of independence and strongly represent ridge-to-reef conservation in Palau, the Ngarchelong Watershed Pride Campaign and the Koror Pride Campaign joined forces, with students from the local elementary schools to march together in the Independence Day parade. Also part of the program was a special performance for President Tommy Remengesau. The president—who is known as the father of the Micronesia Challenge and actively supports much of the current conservation work in the region—then spoke about the importance of the conservation work that several organizations and agencies, including the two

current Pride Campaigns, are doing to protect the unique resources in Palau. The event was attended by 600-700 people and televised live on local television across all of Palau and in other parts of the region. Also in attendance were all the major ambassadors, dignitaries from abroad, key ministers in the national government and key delegates in Palau's Congress. The two campaign mascots, Armella the Charmelachull (Palau Flycatcher) and Malii the Napoleon Wrasse were unveiled and introduced via musical numbers much to the delight of the school children and spectators present.



Campaign Launch Highlights

LAOLAO BAY PRIDE CAMPAIGN and MANAGAHA SANCTUARY PRIDE CAMPAIGN Linking Human Health to Conservation at the “Let’s Move Marianas” Expo

Last September 28th, at Saipan’s “Let’s Move Marianas! *Yenyung with the Kangung*” Expo, both the Laolao Bay Pride Campaign and the Managaha Sanctuary Pride Campaign closely collaborated to present their respective campaign messages and debut lovely Lulu, the Golden White Eye bird mascot from Laolao. Both campaigns encouraged expo participants to not only have a healthy lifestyles but to work together to help create a healthier environment. Campaign materials and activities at the event strongly emphasized the connections between the land, the sea, and people – from Laolao’s educational 3D model

demonstrating effects of sedimentation to Managaha’s creative “fish flyers”, based on the talented design of student Jeremy Rios Ngiraked of Tanapag Elementary School. The volunteer Tasi Rangers group (local citizens’ ocean watch) were also out in full force, supporting the two campaigns, and raising awareness on the regulations of Managaha Sanctuary. With the attendance of residents from all over the island – from government agencies, landowners and key influencers to young students and children, the expo was a big public win for both human health and conservation.



Strengthening marine protected areas and watershed management through local communities

Campaign Launch Highlights



PITI PRIDE CAMPAIGN

Piti Pete Presents Piti Pride, Tepungan Bay Wide!

Despite stormy weather, residents of Piti village as well as key stakeholders and partners gathered at a local park to celebrate the launch of the Piti Pride Campaign. One of the best highlights of the activity were the guest speakers. In addition to donating four passes to the open mic raffle, Mr. Darrell Romero from Guam Seawalker Tours also spoke about how everyone needs to do their part to support the campaign and the preserve. Ms. Evelynna Akimoto from the Piti Municipal Council spoke about the importance of protecting Guam's natural resources and the Piti community working together.



During the event, the new Piti hotline was also announced, which provides a direct line, allowing residents to report violations as soon as they happen. The open mic event was a hit as guests were able to candidly express their opinions about the preserve, the campaign, or natural resource management in general. Fishers and residents from Piti, including children, were some of those who shared a few words. The event concluded with a sign up to help watch over Piti. Campaign t-shirts were given to volunteers who signed. Special guest, mascot Piti Pete, appeared to officially end the event and say goodnight! Shortly after this event, Piti Pete also came back out to make a special appearance to encourage the replanting of native trees near shorelines on Arbor Day.

PAREM ISLAND PRIDE CAMPAIGN

A Beach Day for Parem Island Pride

As this newsletter is released, the Chuuk Conservation Society in partnership with the Department of Marine Resources just launched the Parem Island Pride Campaign.

Curtis Graham, campaign manager, shared an overview of the program of activities: it was a community affair marked by the unveiling of the Parem MPA billboard and the introduction of the Greenhead Parrotfish mascot (still to be named based on community input). Introductory message and remarks given by the Mayor of Parem and Mr. Antonio Aliwis, president of the organization Brothers and Sisters of Parem – a strong advocate and partner to the Pride Campaign. Their messages centered on the importance of Tiun Reef to Parem Island as well as a call to support the campaign efforts. The activity was capped off with a community beach barbecue and coastal cleanup, with campaign t-shirts being distributed.



Campaign Launch Highlights

NETT PRIDE CAMPAIGN and NANWAP PRIDE CAMPAIGN

Pohnpei Conservation Makes Strong Statement of Pride at Liberation Day Festivities

In the presence of state and municipal officials as well as the highest traditional leader, the Nett Pride Campaign and Nanwap Pride Campaign successfully launched side by side on September 11th during the Pohnpei Liberation Day celebrations. Thousands of Pohnpeians were in attendance to cheer on their respective athletes in the track and field games. It was a huge show of pride of place combined with pride in conservation as athletes representing Nett Municipality and Madolenihmw Municipality (where Nanwap

MPA is located) came marching towards the center of the field with their respective campaign banners. Athletes and supporters alike of the two teams were also wearing t-shirts bearing the campaign logos and slogans, and in the colors representing the two municipalities – red for Madolenihmw and violet for Nett. Not only were the two campaign managers supported by staff from the Conservation Society of Pohnpei, village chiefs, other local key influencers, and partners also attended to show their support.



Micronesia Pride – Site Facts



Ngarchelong Pride Campaign

The Emeraech watershed in Ngarchelong is a public water-system that directly serves 200 community of farmers and fishers and part of the larger Babeldoab watershed that supplies water to most of Palau’s 18,000 citizens.



Koror Pride Campaign

The picturesque Rock Islands, where the Ngederrak MPA is located, was recently declared as a UNESCO World Heritage Site.



Laolao Bay Pride Campaign

It is the only bay in Saipan, and is believed to be the site of first known human occupation in the Northern Marianas Islands (1050 B.C).



Managaha Sanctuary Pride Campaign

The Managaha Conservation Area covers 12% of the Saipan lagoon, with Managaha Island serving as one of Saipan’s main attractions for locals and tourists alike.



Piti Pride Campaign

The marine preserve is commonly referred to as Piti Bomb Holes due to the presence of natural collapsed coral reef caves which resemble bomb craters.



Parem Island Pride Campaign

The marine area encircling the island of Parem is host to one of Chuuk Lagoon’s largest marine ABS (Areas of Biodiversity Significance) sites and is recognized in the FSM Blueprint for Conservation as a priority action area.



Nanwap Pride Campaign

Nanwap MPA is one of 11 MPAs in Pohnpei’s extensive network, and located in close vicinity to the Nan Madol ruins (aka the “Venice” of the Pacific)– the mysterious ancient city of Pohnpei, hence its inclusion in campaign logo.



Nett Pride Campaign

The Nett Watershed singlehandedly provides nearly 60 percent of water to all of Pohnpei’s residents on the main island.



Utwe Pride Campaign

Utwe Biosphere Reserve (UBR) was recognized and listed under the UNESCO MAB (Man and Biosphere) Program in 2005. Until this year, it was the first of its kind in all of FSM.



Yela_Tafunsak Pride Campaign

The Yela Watershed in Tafunsak Municipality is home to the largest remaining stand of Terminalia carolinensis (locally known as Ka Tree) in the world. Known as the “redwoods of the Pacific” this site is one-of-a-kind ecosystem found nowhere else on Earth.

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