



Hasuguan ng Pilipinas

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Mr. HAMDALLAH ZEDAN

Executive Secretary

The Secretariat, Convention on Biological Diversity

393 Saint-Jacques St., Suite 300

Montreal, Quebec H2Y 1N9

Sir:

I have the honor to enclose a copy of a paper entitled "*Dalaw Turo: A Tool for Information, Education and Communication Campaign on Biodiversity*". "*Dalaw Turo*" is a program administered by the Philippines' Department of Environment and Natural Resources (DENR) that integrates messages on biodiversity among local communities.

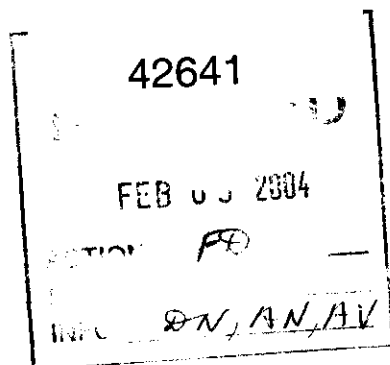
The submission of this paper is in response to the Secretariat's request for member countries to submit case studies and/or best practices in biodiversity communication, education and public awareness.

Thank you and best regards.

Very truly yours,

FRANCISCO L. BENEDICTO

Ambassador



DALAW TURO: A TOOL FOR INFORMATION, EDUCATION AND COMMUNICATION CAMPAIGN ON BIODIVERSITY

Background

Dalaw Turo (DT) started in 1989 when the Protected Areas and Wildlife Bureau (PAWB) of the Department of Environment and Natural Resources (DENR) was trying to look for innovations in conducting IEC campaigns and extension activities in the local communities to promote the concept of biodiversity conservation.

The result of the search was the environmental stage play "Hiyaw ng Kalikasan" (Cry of the Environment) that dealt with issues on protected areas and wildlife conservation.

The idea was to present a play as an IEC tool in teaching biodiversity conservation that would energize and make the local residents more receptive to messages. In line with this, selected personnel were then trained to deliver conservation messages through stage presentations as actors and actresses.

How it was Conducted

The play was staged in the evenings after the conduct of lectures on biodiversity that were held during the day. The play highlighted environmental issues and provoked questions as to how environmental problems on biodiversity could be addressed. The staff used imaginative props and costumes. The play proved to be informative and entertaining as well.

After several regional tours and performances, however, the group felt that the play was not enough and that something was missing. Although the play provided some "entertainment" and promoted environmental messages in a unique way, the audience remained passive.

The plan of holding workshops, using excerpts of "Hiyaw" as take off point to explain concepts on biodiversity was tried. It was observed that the group who performed in the play began to assimilate environmental concepts much faster. It was thought that if participants undergo the same process, they would also learn faster.

The group then began to use its acting exercises in the workshops, using them as energizers, ice breakers, and even as modules during the trainings. The local audience was hooked.

So what began as an experiment to test an innovative environmental teaching methodology in 1992 quickly took off from four pilot regions to all 15 regions nationwide. Since then, DT has been institutionalized in the DENR through

Administrative Order No. 97-36 as a valuable information-education-communication strategy: a big leap indeed for a project that began on a shoestring budget of P5,000.

Definition

Dalaw Turo which comes from two Filipino words that mean “to visit” (dalaw) and “to teach” (turo), is an innovative educational tool for teaching and promoting environmental messages on nature conservation.

It is non-traditional, non-formal, and participatory approach in raising public awareness on biodiversity conservation and sustainable development.

It makes use of various forms of folk media like street theatre, creative workshops, and exhibits, as well as other activities like ecological tours and games, to make learning about the environment audience-friendly and effective.

Objectives

General:

1. To educate the various stakeholders, especially upland dwellers, and to enable them to participate in the conservation of protected areas and biological diversity.
2. To increase knowledge, inculcate environmental ethics, and broaden the involvement and participation of the various stakeholders in the campaign for environmental conservation and sustainable development.

Specific:

1. To promote awareness of environmental conservation, specifically biodiversity, through Dalaw Turo programs, among the DENR stakeholders, such as forest occupants, local leaders, and school teachers and the youth.
2. To train DENR personnel in the provincial and community levels who could serve as Dalaw Turo performers.
3. To produce and disseminate IEC materials on environmental conservation and biodiversity.
4. To encourage local people's participation in disseminating information on environmental conservation and biodiversity.

Process

The DT core group composed of personnel from PAWB conducted regional tours and made its presentations in the communities.

The core group trained regional counterparts nationwide through the Salin-Turo module: school children and community residents were made audience/participants during the outreach program. In the process, Dalaw Turo was able to create linkages not only with schools and local communities but also encouraged participation of local government units and non-government organizations (NGOs).

Results Achieved/Accomplishment

The First Dalaw Turo Congress in 1996 that was held in Palawan marked the milestone accomplishment of the project since its inception in 1992. The conference resulted in the approval of DENR Administrative Order 97-36 dated December 15, 1997 that institutionalized the Dalaw Turo of the DENR PAWB as an environmental education strategy for nature conservation and environmental awareness projects and activities. The Order strengthened the program through its integration in the Key Result Area (KRA) of the DENR.

This was followed by a Second DT Congress held April 4-6, 2000 at Carranglan, Nueva Ecija.

Through the years, the group was able to train 543 regional counterparts and the conduct of IEC campaign on biodiversity to about 53,839 students in at least 460 schools mostly at the primary level nationwide.

Presentation of DT to the 25th Conference Celebration of the North America Association for Environmental Education (NAAEE) is one of the innovative model presentations for the Environmental Education (EE) project. It was also presented at the South and Southeast Asia Network for Environmental Education (SASEANEE) at the Asian Institute of Technology in Thailand on July 17-19, 1996.

The Quezon Power Ltd. Phil (QPL) through the DT-Quezon counterparts had received an Anvil Award for Excellence for its 1998 IEC program