

# **GUIDELINES**

FOR THE

## **MALINIS AT MASAGANANG KARAGATAN (MMK) National Search for Outstanding Coastal Community**

### **I. RATIONALE**

The Philippine's fisheries is one of the most exploited resources in Southeast Asia. Majority of the coastal areas are depleted and most marine habitats are damaged. Marine environmental issues often identified are destruction of sensitive coastal ecosystems i.e. coral reefs, seagrass beds, and mangroves; overexploitation of fishery resources and destructive fishing practices which indirectly affects livelihood of sustenance fisherfolk. These factors have deleterious, and sometimes irreversible, negative impacts on fisheries, and thereby endanger sustainable fisheries resource utilization.

The importance of resource management is more pronounced in developing countries like the Philippines, where fisheries play a dominant role as a source of food, employment and export earnings. Coastal resource management (CRM) is one of the major strategies to address the varied, wide-ranging and often interconnected issues that impact coastal areas. In fisheries, CRM is synonymous to ecosystem approach to fisheries management (EAFM). It is best accomplished in a participatory manner of planning, implementing and monitoring sustainable uses of coastal/marine resources through collective action and sound decision-making. RA 8550: The Fisheries Code of 1998 and RA10654: RA 8550 as Amended are the legal frameworks for such strategy.

There are more than 900 coastal municipalities and cities with varied degrees of coastal resource management efforts. Aware of the challenges in sustainably managing coastal/marine resources in an archipelago such as the Philippines, President Rodrigo R. Duterte through the Department of Agriculture (DA) and the Bureau of Fisheries and Aquatic Resources (BFAR) advocates, as one of his banner programs, the Malinis at Masaganang Karagatan (MMK). MMK program aims to promote fisheries protection and conservation, centers on the significance of sustainably managing our fisheries and aquatic resources, and promotes stakeholder engagement to the cause of resource protection and conservation.

### **II. OBJECTIVES**

General Objective:

The Search for "Malinis at Masaganang Karagatan" aims to recognize outstanding initiatives and contributions of coastal municipalities/cities to sustainable fisheries development.

### Specific Objectives:

1. To identify coastal municipalities/cities that:
  - a. Have exemplary initiatives and accomplishment in the effort against illegal fishing and observance of ecosystem approach to fisheries resource management measures such as off-fishing season and ban on the collection of endangered species, among others;
  - b. Have established, formulated and adopted Marine Protected Area (MPA) or Fisheries Managed Area;
  - c. Have kept coastal waters clean of domestic solid and/or liquid wastes, garbage or industrial effluence flowing to the sea as a result of innovative waste management or other programs;
  - d. Have a successful mangrove protection and rehabilitation program;
  - e. Have accomplished or implemented unique or innovative operational schemes on coastal resource management;
  - f. Have initiated programs with LGU-funded budget for coastal/fisheries resource management;
2. To document the best practices and strategies of these outstanding municipalities/cities and promote their replication or adoption among other LGUs
3. To encourage other LGUs to:
  - a. Adopt best practices and promote awareness on conservation, management and sustainable development of the municipal waters and provide sufficient funds for these endeavors;
  - b. Encourage active participation on the implementation of Municipal Fisheries Ordinance, RA 8550 as amended by RA 10654 and other pertinent laws;
  - c. Enhance partnership between LGUs, other line agencies and the fishing community in the management of fisheries and coastal resources.

### **III. COVERAGE**

In the first year of project implementation, MMK shall be limited to coastal municipalities and cities. However, in the succeeding years of implementation, the project shall be expanded to include inland ecosystems.

### **IV. MECHANICS**

1. All coastal municipalities/cities that have relevant programs and projects based on the criteria which have been operational for at least one (1) year may be nominated or participate in the search.
2. Nomination must be done through or by the Office of the Municipal/City Mayor of the municipal/city government.
3. Nomination forms shall be distributed by the Bureau of Fisheries and Aquatic Resources (BFAR) or can be downloaded from the BFAR's website.

4. Duly accomplished nomination forms and documentary requirements shall be submitted to the regional office of the Bureau of Fisheries and Aquatic Resources (BFAR) for regional technical evaluation. Deadline for submission shall be on or before 29 November 2016.
5. There shall only be one national winner for outstanding municipality/city that shall bear the title of “Malinis at Masaganang Karagatan”.
6. The National Technical Search Committee’s (NTSC) decision is final and irrevocable once declared by the National Steering Committee (NSC) and affirmed by the Secretary of the Department of Agriculture.
7. A national winner can still compete the following year after winning. However, if the same coastal municipality/city consistently bags the 1<sup>st</sup> prize for three consecutive years, it will be disqualified to join the contest on the fourth year and shall become a Hall of Famer.
8. Timeline:

<b>Activity</b>	<b>DATES</b>
LGU Submission of Nomination	29 November 2016
Regional Evaluation	1-6 December 2016
1 <sup>st</sup> Level of National Evaluation (desk evaluation)	7-10 December 2016
2 <sup>nd</sup> Level of National Evaluation (field evaluation)	12-16 December 2016
Approval of National Steering Committee	19-21 December 2016
Awarding	27, 28, 29 December 2016

## **V. SEARCH AND EVALUATION**

### **A. Documentary Requirements**

#### **a. MMK Documentation**

The MMK Documentation shall be prepared by the nominated coastal municipality/city to be assisted by the fisheries technician of the Office of the Municipal/City Agriculturist. The Municipal/City Agriculturist shall attest to the veracity and completeness of the information compiled in a scrap book.

The Documentation shall contain the following documents:

- I. Title Page
- II. Certification by the coastal Municipal/City Agriculturist attesting the veracity and completeness of the information contained in the Documentation.
- III. Table of Contents
  - A. Municipal Fisheries Profile
  - B. Summary of Accomplishments
  - C. Discussion of Major Points (Criteria)
- IV. Nomination Form (please see Annex I)
- V. Annexes

These documents shall:

1. Be prepared using A4 size paper, and appropriately bound.
2. There shall be page numbering, to be reflected in the Table of Contents.
3. It shall not exceed 100 pages, excluding annexes.
4. An electronic copy of all contents of the scrapbook must be submitted to the NTSC in a CD.

b. Regional Technical Search Committee Documents

The Regional Technical Search Committee shall submit the following documents of the regional nominee to the National Technical Search Committee in aid of evaluation:

- i. Audio-visual presentation about the coastal municipality/city and its accomplishments (maximum of 30 minutes, in DVD).
- ii. Short video footages of the coastal municipality/city's operational activities and other features that should be given special focus may be submitted. This should also be in DVD.
- iii. Evaluation form accomplished and signed by the Chairperson of the Regional Technical Search Committee.
- iv. Descriptive evaluation of the regional nominee duly signed by the chairperson of the regional technical search committee.

**B. Evaluation Process**

The search and evaluation process shall be conducted starting at the Regional Level and ends at the National Level. The Regional Technical Search Committee (RTSC) shall be organized and headed by the BFAR Regional Director. The RTSC shall evaluate the candidates using the criteria and evaluation process set herein. Furthermore, they shall determine and endorse the top regional winner to the National Technical Search Committee.

Chairperson	BFAR Regional Director
Vice Chairperson	DA Regional Executive Director
Members	DENR Regional Representative DILG Regional Representative Philippine Coast Guard Regional Representative BFAR FRMLLED
Secretariat	BFAR Regional Staff

The National Technical Search Committee (NTSC) shall be composed of DA-BFAR technical personnel for the purpose.

Chair	Sandra Victoria R. Arcamo, Fisheries Resource Management Division
Members	Melanie Guerra, Fisheries Planning and Economic Division
	Nilo S. Katada, Fisheries Resource Protection and Law Enforcement Team
	Mildred M. Buazon, Administrative Division
	Abigail Javier, National Brackishwater Fisheries Technology Center
Secretariat	Nazario Briguera, Information and Public Relations Group

The NTSC shall conduct two-stage evaluation of the 15 regional nominees: 1.) desk evaluation to determine the shortlist of five (5) finalists, and 2.) field validation to identify the top three (3) finalists. The results of the screening and field validation shall be submitted to the NSC.

Considering the very tight schedule to do the field evaluation, the NTSC shall conduct simultaneous field validation. The field evaluators are as follows:

	<b>Team 1</b>	<b>Team 2</b>	<b>Team 3</b>	<b>Team 4</b>	<b>Team 5</b>
Chair	Sandra V. R. Arcamo, FRMD	Mildred M. Buazon, Admin	Melanie Guerra, FPED	Nilo S. Katada, FRPLET	Abigail Javier, NBFTC
Members	Rafael Ramiscal, CFD	Bernadette Soliven, FRMD	Mercedita Tan, FRMD	Renezaldy Porlaje, FRMD	Janice Tuante, FRMD
	Elymir AR-J Tunacao, FPED	Ronnie Romero, NFRDI	Efren Hilario, CFD	Marylene Mandreza, CFD	November Romena, NFRDI
	Ohjee Cabilogan, FRPLET	Reli Garcia, FRPLET	Lito Arnuco, FRMD	Crejay Lacena, FRPLET	Leah Myr Cadapan, IFAD
	Francisco Torres Jr., NFRDI	Nasser Briguera, IPRG	Rosarie Arreza, FPED	Ada Corina Togonon, FPED	Marco Perez, NFRDI
	Regional DA rep	Regional DA rep	Regional DA rep	Regional DA rep	Regional DA rep
	Regional DENR rep	Regional DENR rep	Regional DENR rep	Regional DENR rep	Regional DENR rep
	Regional DILG rep	Regional DILG rep	Regional DILG rep	Regional DILG rep	Regional DILG rep
	Regional PCG rep	Regional PCG rep	Regional PCG rep	Regional PCG rep	Regional PCG rep
Secretariat	Micah Manalo IPRG	Robert Roca FRMD	Glaiza Hernandez IPRG	Elizabeth Illavera FRMD	Adrian Mendizabal IPRG

The National Steering Committee (NSC) is tasked to provide policy guidelines for the search, ensure availability of financial requirements in the implementation of the awards, approve and declare the winners. The composition of the NSC is as follows.

Chairperson	DA Undersecretary for Fisheries
Vice Chairperson	DA Undersecretary for Admin and Finance and Acting Chief of Staff
Secretariat	Chair: Drusila Esther E. Bayate, BFAR Asst. Director Members: 1. Dr. Ulysses Montojo, NFRDI 2. Florida Dieta, NBFTC 3. Abraham Perez, BFAR 4. Julio Casillan, BFAR Consultant

The NSC shall review and concur the results provided by the NTSC and endorse the top three winners to the Secretary of the Department of Agriculture for his affirmation.

In each of the levels of evaluation, the scoring system shall be used. Every evaluator shall rate the nominee and give point scores using the set of criteria and point system discussed below. The total score for each nominee is determined by adding the scores garnered in all criteria. The total scores of the evaluators shall then be tallied to identify who among the nominees got the highest score.

The search committee in each level of evaluation will be guided by an internal rules and regulations governing cases that require the committee's decision (e.g., how to break a tie, cut-off score but not below 85%, etc.); however, these rules and regulations must be determined prior to actual evaluation so as not to impede the objectivity of the search. Only cases not identified prior to actual evaluation shall be resolved in the course of the process or elevated to higher body for resolution.

**VI. CRITERIA FOR EVALUATION** (please see next page and Annex II)

**VI. AWARD**

The most outstanding MMK winners shall receive the following award in the form of fisheries livelihood projects:

<b>Category</b>	<b>National</b>	<b>Regional</b>
First Prize	Plaque + P 20,000,000	Plaque + P 2,000,000
Second Prize	Plaque + P 5,000,000	Plaque + P 1,000,000
Third Prize	Plaque + P 3,000,000	Plaque + P 500,000

## Evaluation Criteria

CRITERIA	KEY INDICATORS	MEANS OF VERIFICATION	SCORE	%
<b>Management Effectiveness</b>		<b>Subtotal</b>		<b>46%</b>
Management Interventions to address Illegal Fishing			<b>10 pts</b>	
	Fishers' registration	FishR Database	3 pts	
	Boat and Gear inventory and licensing	BoatR/Records	3 pts	
	Establishment of user fees and access rights	Records and fees paid	2 pts	
	IEC continuing	IEC materials and report	2 pts	
Local participation and LGU support			<b>10pts</b>	
	Consultation with and participation of stakeholders and local community in Coastal Resource Management	Organization of FARMCs, Membership in management committees like resource management, M&E, IEC, livelihood, capacity building, etc.	2 pts	
	Roles of stakeholders and groups active in CRM are well-defined	Minutes of regular meetings and General Assembly	2 pts	
	Basic Municipal/City Fisheries Ordinance enacted and adopted	Approved document (ordinance)	3 pts	
	CRM Plan formulated and adopted	Signed document - resolution and ordinance	3 pts	
Enforcement and compliance			<b>10 pts</b>	
	Enforcement team in place	Number of deputized enforcers with IDs	3 pts	
	Functional law enforcement with facilities and equipment	guardhouse, patrol boats, radios, search lights, etc.; patrolling logbook	3 pts	
	Reduction in violations and destructive activities, e.g. active gears, dismantling of mariculture structures causing obstruction to water flow	Patrolling and violations logbook; summary report of violations; apprehensions; litigations	2 pts	

	Regulation of activities e.g. zonation of different marine water uses, declaration of seasonal closure; establishment of Fish Sanctuaries; Mangrove Reforestation	Basic Municipal Fisheries Ordinance or other legal instruments	2 pts	
<b>Sustainability of Management</b>			<b>10 pts</b>	
	Institutionalization and Sustainability of Fisheries Management	CRM Plans; Municipal Fisheries Development Plan; Comprehensive Land Use Plan (CLUP)	3 pts	
	Monitoring and Evaluation System	Regular monitoring reports on the state of fisheries and aquatic resources	3 pts	
	Capacity-building on Fisheries Management	Documentation on the number and types of trainings provided, number of beneficiaries	2 pts	
	Fund sourcing,		2 pts	
<b>Incentives and awards received</b>			<b>6 pts</b>	
	Incentives for good CRM	Recognition and awards certificates	6 pts	
<b>Biophysical and ecological Impacts</b>			<b>Subtotal</b>	<b>32%</b>
<b>Enhanced productivity</b>			<b>16 pts</b>	
	Increased fish and aquatic life abundance	monitoring reports, trends of abundance/diversity monitoring, site validation and inspection; photo-documentation	8 pts	
	Increase in catch rates, increase in sizes. "recovery" of valuable target species	Catch monitoring data from NSAP	8 pts	
<b>Improved quality of marine waters</b>			<b>16 pts</b>	
	Increase in coral cover and/or seagrass cover; survival of and quality of mangrove species improvement of	Baseline profile vis a vis monitoring reports	8 pts	



	water quality (e.g. clearer water, reduced siltation; no domestic waster; industrial effluence)			
	Activities undertaken/completed to enhance rehabilitation (e.g. area closures like fish sanctuaries; mangrove plantation)	Reports of on-going/completed activities	8 pts	
<b>Social and Economic Benefits</b>		<b>Subtotal</b>		<b>22 %</b>
Increased Income			<b>11 pts</b>	
	Increased income derived from fishing	Interviews with fisherfolk	11 pts	
Increased livelihood			<b>11 pts</b>	
	livelihood opportunities which resulted to improved socio-economic condition	Project documents, interviews of beneficiaries	11 pts	
<b>TOTAL</b>				<b>100%</b>

**Annex I**

**NOMINATION FORM**

**Outstanding “Malinis at Masaganang Karagatan” of the Year\_\_\_\_\_**

Name of the Municipality/City : \_\_\_\_\_

Address (Municipality/Province/Region) \_\_\_\_\_

Name of LGU FARMC Coordinator: \_\_\_\_\_

Justification for Nomination:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Nominated by:

\_\_\_\_\_  
Signature over Printed Name  
Position and Agency

Endorsed by:

\_\_\_\_\_  
Signature over Printed Name  
Provincial Fisheries Director or  
Provincial Fisheries Officer/Provincial Agriculturist

Attested by:

\_\_\_\_\_  
Signature over Printed Name  
Regional Director, Bureau of Fisheries  
and Aquatic Resources

## Annex II

### SUMMARY OF EVALUTION FORM

Name and location of Nominee: \_\_\_\_\_

CRITERIA	Maximum Points		Points Earned
	Points	Total Points	
Management Effectiveness - Management Interventions to address Illegal Fishing - Local participation and LGU support - Enforcement and compliance - Sustainability of management - Incentives and awards received		46	
Biophysical and Ecological impacts - Enhanced productivity of associated organisms - Improved quality of marine water ecosystem		32	
Social and Economic Impacts - Increased income - Increased Livelihood - Equitable benefits		22	
<b>Total</b>		<b>100</b>	