



DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
KAGAWARAN NG KAPALIGIRAN AT LIKAS YAMAN

MEMORANDUM

FOR : **The Regional Executive Directors**

The Director
Strategic Communication and Initiatives Service

The Bureau Directors
Forest Management Bureau
Biodiversity Management Bureau
Land Management Bureau
Mines and Geosciences Bureau
Ecosystems Research and Development Bureau
Environmental Management Bureau

The Administrator
National Mapping and Resource Information Authority

The Executive Director
Palawan Council for Sustainable Development

The General Manager
Laguna Lake Development Authority

The Executive Director
National Water Resource Board

FROM : **The Director**
Climate Change Service

SUBJECT : **INVITATION FOR THE TRAINING OF TRAINERS OF DENR YOUTH DESK OFFICERS ON SOCIAL AND BEHAVIORAL CHANGE (SBC) FOR YOUTH IN CLIMATE ACTION**

DATE : **October 27, 2023**

This refers to the proposed Training of Trainers (ToT) for the DENR Youth Desk Officers (YDOs) from the DENR Central Office, Staff Bureaus, Line Bureaus, Attached Agencies, and Regional Offices on the Social and Behavior Change Strategy for Youth in Climate Action on November 6-10, 2023 at Estancia de Lorenzo, San Mateo, Rizal.

The Training of Trainers is based on the overarching communication for development strategy on behavioral solutions to climate change developed as part of UNICEF's and the Government of the Philippines' 8th Country Programme of Cooperation (CPC8) from 2019 to 2023. This is a joint undertaking of the DENR, Climate Change Commission, National

Youth Commission, Office of Civil Defense, Department of Education, and UNICEF-Philippines.

This Training of Trainers aims to achieve the following objectives through the utilization of UNICEF's Guidance on Social and Behavioral Change Toolkit. The training will be divided into four sections:

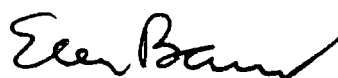
- a. Vision: Get to know the basics of Social and Behavioral Change
- b. Understanding: Get to know the fundamentals and programmatic approaches on SBC
- c. Create: Find guides on how to create SBC plans and maximize its impact
- d. Do: Get equipped with the tools needed for successful conduct of SBC activities

The training components will provide a holistic understanding of the trainers on social and behavioral change and how they can cascade it to other young people through their networks.

May we invite the attached list of Youth Desk Officers to attend the said training event. Please note that travel expenses of chosen representatives from and to their place of assignments and other allowable expenses shall be charged against respective office funds. Other expenses to be incurred in relation to the activity will be covered by CCS and UNICEF Philippines.

Attached is the activity design with a program for your reference.

Thank you for your support and cooperation.


ELENIDA DR. BASUG

ANNEX

Strategic Communication and Initiatives Service	Agatha Diane T. Zepeda April Anne P. Casas
Forest Management Bureau	Alexis Louise Revilleza Hannah Rikka Cortez
Biodiversity Management Bureau	Lei Esther B. Gabo and 1 representative
Land Management Bureau	2 Representatives
Mines and Geosciences Bureau	2 Representatives
Ecosystems Research and Development Bureau	2 Representatives
Environmental Management Bureau	Emil Xavier S. Cruz
National Mapping and Resource Information Authority	Rose Arianne E. Borlaza Jois Roueli O. Ferrer-Yopo
Palawan Council for Sustainable Development	Kishia Grace L. Hardiolen
Laguna Lake Development Authority	2 Representatives
National Water Resource Board	2 Representatives
Region I	Zenaida L. Paday-os Denise Marie C. Lorenzo
Region II	Princess Margaret S. Astudillo Christine Torda
CAR	2 Representatives
Region III	Joshua Rei N. Ubaldo Rafael B. Cruz
NCR	Arizol John C. Abad Al Pia Goda
Region IV-A	Martha Bernadette B. Gealon-Abdul Dionelyn E. Servañez
Region IV-B	Jyferson A. Villapa
Region V	Ma. Cielo G. Barnedo Josel P. Buen

Region VI	Artemio Salvador C. Colacion Cyndy Sol G. Rodrigo
Region VII	Sterremae L. Allego Manilyn A. Remando
Region VIII	2 Representatives
Region IX	Rosevirico A. Tan Ilmeh Marie D. Enriquez
Region X	Shannon Lyn A. Aboc
Region XI	Ryan T. Revilla
Region XII	Princess Kate A. Farrol Jeacoh P. Durban
Region XIII	Maria Catherine G. Yu

CONCEPT NOTE FOR THE TRAINING OF TRAINERS ON SOCIAL + BEHAVIORAL CHANGE

OVERVIEW

The issue of climate change stands out as one of the most significant challenges confronting our planet and our country today. The increasing magnitude, frequency, and severity of climate-related hazards have had a widespread impact on nature and humanity, posing a significant threat to developmental achievements.

Article 11 of the Paris Agreement emphasized that capacity building should enhance the capacity and ability of countries with the least capacity, such as the least developed countries, and those that are particularly vulnerable to the adverse effects of climate change to take effective climate change action.

While there are existing strategies to improve capacities of countries, there is a need to improve it to further promote positive change. This is where social and behavioral change comes into play- through collaboration with communities and authorities, SBC aims to understand and help address the cognitive, social, and structural drivers of development and humanitarian challenges, including climate action and disaster resilience.

UNICEF, with its partners, translates its vision of science-driven climate change into concrete and actionable guidelines, hence supporting the government's development of its Social and Behavior Change Strategy for Youth in Climate Action. This document was developed through the collaboration of UNICEF with the Department of Environment and Natural Resources, the Climate Change Commission, the National Youth Commission, the Office of Civil Defense, and the Department of Education. The SBC Strategy Document will be used as a main reference material for the conduct of a Training of Trainers for Social and Behavioral Change.

With this, a three-day Training of Trainers will be conducted for the DENR Youth Desk Officers in the Central Office, Staff Bureaus, Line Bureaus, Attached Agencies, and Regional Offices. It will be organized by DENR, UNICEF Philippines, and the Positive Youth Development Network (PYDN).

OBJECTIVES

This Training of Trainers aim to achieve the following objectives through the utilization of UNICEF's Guidance on Social and Behavioral Change Toolkit:

Vision

- a. Introduce the participants to the basics of social and behavioral change, its importance, and relevant to the work that they do;

Understand

- b. Equip the DENR Youth Desk Officers and other participants with the fundamental knowledge on climate change, youth in climate action, and principles and approaches for social and behavioral change;

Create

- c. Discuss and update the Youth in Climate Action Strategy for Social and Behavioral Change;
- d. Provide a platform for sharing of best practices on social and behavioral change through innovations from different youth organizations;

Do

- e. Train the participants on the relevant tools needed for the implementation of social and behavioral change activities in their regions;
- f. Develop action plans for the research, design, development, implementation and monitoring and evaluation of social and behavioral change activities;
- g. Build and establish a network or pool of competent trainers who will train youth groups and other stakeholders on social and behavioral change.

LEARNING GOALS

- a. Trainers can draft their own spiels and presentations on how they can effectively explain what social and behavioral change is and its importance in designing solutions to community problems;
- b. Trainers are knowledgeable of current interventions and good practices that they can sight as excellent examples of social and behavioral change;
- c. Trainers are aware of the right tools to use for the research, design, development, implementation and monitoring and evaluation of social and behavioral change activities;
- d. Trainers have a network of other trainers working for cascading social and behavioral change for collaboration and support if needed.

TARGET PARTICIPANTS

The target participants for this TOT are two (2) representatives from the Youth Desk Office of the Department of Environment and Natural Resources Central Office, Staff Bureaus, Line Bureaus, Attached Agencies, and Regional Offices, and counterpart representatives from youth organizations in their respective regions.

STRUCTURE, APPROACH, AND METHODOLOGY

The three-day training of trainers will be conducted face-to-face in Metro Manila. The TOT will mainly utilize UNICEF's Programme Guidance Toolkit on Social and Behavioral Change, an interconnected web of resources, including framing documents, guidance notes, tools and how-to's of SBC.

The training will be divided into four sections:

Vision: Get to know the basics of Social and Behavioral Change

Understanding: Get to know the fundamentals and programmatic approaches on SBC

Create: Find guides on how to create SBC plans and maximize its impact (Day 2)

Do: Get equipped with the tools needed for successful conduct of SBC activities (Day 3)

The training components will provide a holistic understanding of the trainers on social and behavioral change and how they can cascade it to other young people through their networks.

TENTATIVE PROGRAM DESIGN

Time	Sessions
<i>Day 0 (November 6, 2023)</i>	
10:00 - 2:00 PM	Arrival at Estancia de Lorenzo
2:00 PM onwards	Check in Registration
<i>Day 1 (November 7, 2023)</i>	
7:00 - 8:00 AM	Breakfast
8:00 - 9:00 AM	Registration
9:00 - 9:10 AM	Preliminaries National Anthem Prayer
9:10 - 9:20 AM	Event Overview Expectation Setting
9:20 - 9:40 AM	Introduction of PYDN Team Introduction of DENR Team Introduction of Participants
9:40 - 9:50 AM	Welcome Remarks <ul style="list-style-type: none"> • UNICEF Philippines • Department of Environment and Natural Resources
9:50 - 10:00 AM	Ice Breaker Activity
10:00 - 10:20 AM	Pre-Test AM Snacks
10:20 - 10:40 AM	Learning Session: National Situationer of Climate Change and its Impact on Children and Youth
10:40 - 10:50 AM	Open Forum

10:50 - 11:20 AM	Training Session 1: Introduction to Social and Behavior Change
11:20 - 11:30 AM	Open Forum
11:30 - 11:50 AM	Learning Session: Capacitating Youth in Climate Action through SBC Strategy
11:50 - 12:00 PM	Open Forum
12:00 - 1:00 PM	LUNCH
1:00 - 1:10 PM	Ice Breaker
1:10 - 1:40 PM	Learning Session: Formative Research Methodologies 1. Six Steps in conducting formative research 2. Desk review 3. Identifying data gaps for primary research 4. SBC situational analysis
1:40 - 2:00 PM	Training Session 2: Understanding the situation through Situational Analysis Session 2.1: What is meant by understanding the situation?
2:00 - 3:00 PM	Session 2.2: Problem Tree Analysis
3:00 - 3:30 PM	Session 2.3: People Analysis
3:30 - 3:40 PM	Break / PM Snacks
3:40 - 4:40 PM	Session 2.4: Context Analysis
4:40 - 5:00 PM	Closing What I Got from Today: Draw a large quadrant on a chart with the following four words: <i>Know, Challenge, Change, and Feel</i> . Each participant is asked to do the same on a regular-sized sheet and fill in the quadrants by responding to these four (or similar versions of these four) questions: <ul style="list-style-type: none"> • Know: What did you study today that confirmed something you already knew? • Challenge: What challenged you today? • Change: What is one way you plan to change your work, based on today's learning? • Feel: How do you feel about what you learned here?

	The participants can discuss their answers in small groups while the facilitator wanders around to collect the sheets (which are anonymous) to review in the evening.
Day 3 (November 3, 2023)	
7:00 - 8:00 AM	Breakfast
8:00 - 9:00 AM	Registration
9:00 - 9:10 AM	Ice Breaker
9:10 - 9:20 AM	Day 1 Recap sbc
9:20 AM -10:00 AM	Training Session 3: Designing an Evidence-based Strategy Session 3.1: Theory of Change and SBC Objectives <ul style="list-style-type: none"> • Understanding the outcome chain in the Theory of Change • Formulating SMART SBC Objectives
10:00 - 10:10 AM	Break
10:10 - 10:40 AM	Session 3.2: Participant Groups <ul style="list-style-type: none"> • Identifying and Segmenting Participant Groups • Identifying and Selecting Approaches for participant groups
10:40 - 11:10 AM	Session 3.3: Channels and Platforms <ul style="list-style-type: none"> • Creating effective content for SBC tools and materials • Pre-testing SBC tools and materials
11:10 - 12:00 PM	Activity: SBC Strategy Template
12:00 - 1:00 PM	LUNCH
1:00 - 1:10 PM	Ice Breaker
1:10 - 1:40 PM	Training Session 4: Monitoring, evaluation, reporting and learning Session 4.1: Introduction to research, monitoring and evaluation
1:40 - 2:00 PM	Open Forum
2:00 - 3:00 PM	Session 4.2: Monitoring <ul style="list-style-type: none"> • The purpose of monitoring • Types of Monitoring in SBC • Drafting monitoring indicators and means of verification based on milestones and activities in the plan • Theory of Change and M&E Framework for YICA

3:00 - 3:10 PM	Break / Afternoon Snacks
3:10 - 4:10 PM	<p>Session 4.3: Evaluation</p> <ul style="list-style-type: none"> • The purpose of evaluation and what it measures • Linking of SBC of Theory of Change to outputs, intermediate outcomes and impact • Drafting evaluation indicators based on SMART SBC objectives • Theory of Change and M&E Framework for YICA
4:10 - 4:50 PM	<p>Session 4.4: Documenting good practices</p> <ul style="list-style-type: none"> • The value of documenting good practices in SBC • Criteria for a good practice • How to document a good practice
4:50 - 5:00 PM	<p>Closing</p> <p>What I Got from Today: Draw a large quadrant on a chart with the following four words: <i>Know, Challenge, Change, and Feel</i>. Each participant is asked to do the same on a regular-sized sheet and fill in the quadrants by responding to these four (or similar versions of these four) questions:</p> <ul style="list-style-type: none"> • Know: What did you study today that confirmed something you already knew? • Challenge: What challenged you today? • Change: What is one way you plan to change your work, based on today's learning? • Feel: How do you feel about what you learned here? <p>The participants can discuss their answers in small groups while the facilitator wanders around to collect the sheets (which are anonymous) to review in the evening.</p>
Day 3 (November 9, 2023)	
7:00 - 8:00 AM	Breakfast
8:00 - 9:00 AM	Registration
9:00 - 9:10 AM	Ice Breaker
9:10 - 9:20 AM	Day 2 Recap
9:20 - 9:40 AM	<p>Training Session 5: Implementation and management planning</p> <p>Session 5.1: Discussion of the SBC implementation plan template</p>
9:40 - 10:40 AM	Session 5.2: Drafting of the SBC implementation plan
10:40 - 11:10 AM	Session 5.3: Presentation of the SBC implementation plan
11:10 - 11:30 AM	Post Test

11:30 - 11:40 AM	Closing Remarks
11:40 - 11:50 AM	Event Evaluation
11:50 - 12:00 PM	Photo Opportunity
12:00 - 1:00 PM	LUNCH
1:00 PM onwards	Free time!

COMPOSITION OF THE TRAINING TEAM

The workshop team will be composed of personnel from DENR CCS and DENR SCIS/Youth Desk, UNICEF, and PYDN. They shall perform the following tasks:

Task	Concerned Office
Pre-event	
Development of the Training Needs Assessment Tool	PYDN and UNICEF
Deployment of the Training Needs Assessment tool	SCIS
Analysis of the TNA Results	PYDN and UNICEF
Updating of the design of the training – structure, content, objectives, and outputs	PYDN, UNICEF, CCS and SCIS/Youth Desk
Logistics (ocular of venue, etc.)	CCS and UNICEF
Letter/Memo of Invitation to DENR Youth Desk Officers, and coordination of their attendance	SCIS/Youth Desk
Letter of Invitation to Speakers, and coordination of their attendance	CCS
Review of presentation materials	CCS, SCIS/Youth Desk
During the event	
Resource Persons	PYDN, UNICEF, DENR
Facilitation process	CCS, SCIS/Youth Desk

Documentation	
Reflection and evaluation/ feedbacking session (i.e., process, communication, participation, etc.)	
Post-event	
Monitoring, evaluation and reporting of the consultation workshop	CCS, SCIS/Youth Desk
After Activity Reporting	

DATE AND VENUE

The activity will be conducted on November 6-10, 2023 at Estancia de Lorenzo, San Mateo, Rizal.

MONITORING AND EVALUATION

A report, using the Human Resource and Development Service Monitoring and Evaluation matrix, will be submitted by the Activity Head/s to the Director of the Climate Change Service 7 days after the conduct of the said event.