

EXPERIENCE IN DEVELOPMENT COMMUNICATION AND KNOWLEDGE MANAGEMENT

PRIMEX's excellent track record in the Asia-Pacific region in the last 32 years has given the firm a deep and nuanced understanding of key development issues and the changing landscape of development assistance. Its extensive experience in development communication and knowledge management will enable it to produce outputs that will inspire readers and spark dialogue that will lead to meaningful knowledge-sharing. **PRIMEX** has successfully implemented projects using different communication theories, methodologies, and strategies.

In several assignments, **PRIMEX** Consultant Teams developed a variety of information, education, and communication (IEC) materials to build awareness, specifically on health and environment issues. This includes the preparation of an annual report and coffee table book that highlighted the achievements of the ADB Health Community of Practice (COP), development and publication of technical manuals on HIV, and 700 training modules on Severe Acute Respiratory Syndrome (SARS) for local core groups, and writing and publication of a two-volume conference report for the World Ocean Conference held in Manado, Indonesia in 2009. Selected examples of projects implemented by **PRIMEX**, which included these types of activities are summarized below.

- **TA-9461 REG: Protecting and Investing in Natural Capital in Asia and the Pacific - Knowledge Specialist (Resource Person) (50159-001), June 2021-May 2022 and May 2022-October 2022 (for ADB):** Editing and supervision of the production of the case study brief [Nature-Based Solutions for Flood Risk Management: Revitalizing Philippine Rivers to Boost Climate Resilience and Enhance Environmental Stability](#) and Integrating Nature-Based Solutions for Climate Change Adaptation and Disaster Risk Management: A Practitioner's Guide. Drafting and production of the article [How Nature-Based Solutions Can Help Reduce Flood Risks](#) for Development Asia. Editing and enhancement of the chapter on water quality for an upcoming book on nature-based solutions. Preparation of publication materials based on natural capital protection and investments and the implementation of events for the project's closing in the last quarter of 2022.
- **TA 9897-REG: Accelerating Sanitation for All in Asia and the Pacific - Knowledge Management and Communication Specialist, March 2021-June 2022 (for ADB):** Supervision of the production process for several knowledge products including the Water Sector Group's (WSG) annual interactive e-magazine [Digitalizing H2O: Digitalizing for Water Security and Resilience in Asia and the Pacific](#), Mainstreaming Water Resilience in Asia and the Pacific Guidance Note, and three [Citywide Inclusive Sanitation Guidance Notes](#), which focused on inclusive financial mechanisms for poor households and addressing gender equality and social inclusion in sanitation projects. Support to WSG-led knowledge sharing sessions, including the [Online ADB Sanitation Dialogue 2021](#), the [e-Marketplace for a Water-Secure and Resilient Asia and the Pacific](#), conferences, high-level meetings, blue bags, workshops, and other events. Preparation of content for One ADB Today internal newsletter and social media collaterals to increase audience reach in Facebook, LinkedIn, and Twitter. Drafting of impact stories featuring projects supported by the Water Financing Partnership Facility for the annual report and the ADB website. Documentation of WSG-led events, as needed. Assistance in editing and proofreading awareness-raising materials such as videos, event collaterals, and internal and external monthly newsletters of the WSG.
- **TA-9897 REG: Accelerating Sanitation for All in Asia and the Pacific - Knowledge Product Development (53266-001), July 2020-December 2020 (for ADB):** Conduct of research for the best possible channel and knowledge product format to share learning on Citywide Inclusive

Sanitation. Development of four issues for the [Experience Notes: Case Stories on Inclusive Sanitation](#) based on existing project documents from research to publication to promotion. The titles are the following: Investing, Innovating, and Changing Mindsets on Sanitation; Insights on Innovation: Pilot Testing Floating Toilets in Tonle Sap Lake, Cambodia; Daring to Aspire: Students as Partners in Water Stewardship in Uvurkhangai, Mongolia; and Changing the Future of Sanitation through Reinvented Toilets. Supervision of the production process and the coordination with the project officers, consultants, and the Department of Communications for the promotion of the knowledge product.

- **TA-9689 REG: Communications Specialist (52239-001), May 2019-December 2020 (for ADB):** Preparation of the communication plan for the Rural Development and Food Security Forum. Coordination with ADB's Department of Communications, IT, events management, and knowledge sharing departments to execute the plan. Drafting of awareness-materials and other collaterals for the forum together with the graphics and multimedia artists. Support to international journalists covering the face-to-face event. Supervision of the production process of the [Rural Development and Food Security Forum 2019 Highlights and Takeaways](#) including the uploading of materials in social media and the events page in ADB and Development Asia websites. Conduct of video interviews with local and international farmers and agripreneurs, transcription, and supervision of the interview translation in coordination with Resident Missions; Collation and processing of forum evaluation, insights, and feedback and drafting of summary writeups.
- **Coastal and Marine Resources Management in the Coral Triangle: Southeast Asia (TA 7813-REG), August 2012–December 2017 (for ADB):** Development of the *CTI Project Mapping Tool* (www.ctimap.org) to help the national coordinating committees (NCCs) in monitoring projects leading to the achievements of the CTI's goals and a *series of learning notes* on climate change adaptation, ecosystem approach to fisheries management, payment for ecosystem services, and KM to highlight practical learnings from Indonesia, Malaysia, and the Philippines. Publication of *posters on Protected Philippine Aquatic Wildlife*, with technical input from the Bureau of Fisheries and Aquatic Resources (BFAR), and a children's storybook, *Tales from the Coral Triangle*, written by high school students in coastal communities in Palawan. Aside from preparing press releases on project developments through newspapers and websites, the Project is also collaborating with ADB in promoting selected projects with high media appeal through Twitter and Facebook. Since 2013, three Youth Camps on Climate Change Adaptation (CCA) and Coastal Resource Management (CRM) have been conducted for national high schools in the Philippines. These camps have resulted in CRM projects that directly support the environmental programs of CTI, e.g., mangrove reforestation, solid waste management, watershed reforestation, mangrove nursery establishment, and other activities that are spearheaded by high school students and their teachers. The CTI Project Mapping Tool, developed in 2013 to produce a spatial map of CTI-related development projects and provide useful data for planners and funding donors, have been shared with the National CTI Coordinating Committee (NCCC) members and development partners (DPs). Various policy briefs and handouts on the approved coastal and marine resources management, ecosystem approach to fisheries management, and monitoring, control, and surveillance policies, legislation, and operational guidelines are being prepared as a means of increasing public awareness, enlisting wider public support, and promoting advocacy for policy implementation and law enforcement. The project also continued the operation and maintenance of the web-based KM Information system (KMIS) set up under RETA 7307 which has the following features: (i) calendar of events, (ii) document management, (iii) expert directory system, (iv) database of all CTI programs, (v) e-forums, (vi) wikis, (vii) media library, (viii) feedback mechanism, (ix)

decision support system (DSS) tools, all linked to other CTI portals; and (x) website and content management system using a website toolkit.

- **Regional Climate Projections Consortium and Data Facility in Asia and the Pacific, India, Indonesia, Philippines and Thailand (TA 8359-REG), March 2015–September 2016 (for ADB):** Acquisition of source data and preliminary data processing and quality control; development of an initial internet platform for the consortium and facility; development of an initial set of knowledge products and case studies on need for climate information for climate risk assessments and adaptation planning; initiation of a set of online user services including online discussion forum, user feedback interface, and a help desk; and development of an online delivery platform for climate data and projection products.
- **The Legacy Project: USAID in the Philippines (SOL-492-15-000002), July 2015–April 2017 (for USAID/Philippines):** Preparation of a **Legacy Photo Book** containing carefully shot and edited photographs with a total of 25 edited and approved case studies under the six sectors of USAID/P’s areas of intervention/cooperation, each consisting of five pages, on the average (including photos), and reflecting USAID’s significant contributions to Philippine social and economic development, transformative changes, innovations and breakthroughs, lessons learned, replicable good practices, and unintended positive and negative consequences of development activities weaved through short stories on people or communities that have benefited from USAID assistance; and preparation of 12 framed and mountable exhibition materials that will be used in USAID events, such as signing ceremonies, anniversaries, US Embassy roadshows and project launches, among others.
- **Employment Facilitation for Inclusive Growth, Philippines (TA 8335-PHI), January 2014–November 2015:** Development and implementation of *promotional media* including press releases, newspaper advertisements, web updates, social media campaign, radio campaign, and brochures and printed media. Development of a *series of impact stories publications* to highlight various stories of youth beneficiaries that reflect how the program improved their personalities and made them more employable. The stories also include insights of participating employers on how they benefit from taking in JobStart-trained youth interns.
- **Regional Cooperation on Knowledge Management, Policy, and Institutional Support to the Coral Triangle Initiative, Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands, and Timor Leste (TA 7307-REG), May 2010–July 2013 (for ADB):** Development of a wide array of knowledge products that supported regional learning and exchange of good practices and preparation of six national and one regional *State of the Coral Triangle Report (SCTR)*, which served as a baseline report towards the achievement of CTI’s goals and targets. *A series of learning notes and experience notes* (4-6 page documents that highlight practical lessons from project implementation) on payment for ecosystem services, sustainable financing, KM, and decision support tools and systems were published online. These have been widely shared through the portal of the Global Environment Facility-International Waters Learning and Exchange Resource Network (GEF/IW-LEARN) and have been heavily promoted through social media, particularly the Facebook page of the Project.
- **Strengthening Sound Environmental Management in the Brunei Darussalam, Indonesia, Malaysia, and Philippines-East Asean Growth Area (BIMP-EAGA) (TA 6446-REG): CTI Map Enhanced Decision Support (CTI-MEDS), Philippines and Timor Leste, February 2012–February 2013 (for ADB):** Development of a desktop-based Vulnerability Assessment (VA) Scoring System to popularize and mainstream VA methods and attendant climate change adaptation

through decision support system (DSS) tools that have visual impact plus an interactive component to attract and encourage usage by policymakers.

- **Decentralized Framework for Sustainable Natural Resources and Rural Infrastructure Management, Philippines (TA 7716-PHI), July 2011–May 2014 (for ADB):** Preparation of the *Knowledge Showcase Series* on climate change adaptation, rural infrastructure management, enterprise development, gender and indigenous peoples, KM, social marketing, agro-forestry, which contained valuable lessons for local governments. The **knowledge products prepared highlighted innovative ideas and key learnings from the TA**, which included (i) learning to be more inclusive and ethical through photography; (ii) climate proofing and gender and indigenous people-sensitive rural infrastructure O&M plans; (iii) agroforestry/farming system diversification in Bukidnon; and (iv) climate change and plant crop production. The skills of Bukidnon journalists on environmental reporting were enhanced through a **media workshop** for 20 women and 27 men **and a mentoring session on project documentation** for staff of the Provincial Environment and Natural Resources Office and the Bukidnon Environment and Natural Resources Office (22 women, 13 men) in the context of the National Greening Program (NGP) was also conducted.
- **Health Community of Practice: Consulting Services for Annual Report 2010 and Coffee Table Book, July–September 2011 (for ADB):** Preparation of the **2010 Annual Report** of not more than 20 pages based on ADB’s Strategy 2020, Operational Plan for Health, MDGs, and the Guidelines for Sector and Thematic Reporting approved in October 2009; and the **Coffee Table Book** of not more than 40 pages, which provided representative pictures of various aspects of ADB’s operations in health, with a clear storyline and key information of policy development, projects, and results in the appendices.
- **Strengthening Sound Environmental Management in the Brunei Darussalam, Indonesia, Malaysia, and Philippines-East Asean Growth Area (BIMP-EAGA) (TA 6446-REG): Support to the World Ocean Conference and the CTI Summit, Indonesia, March–October 2009 (for ADB):** Preparation of the WOC-CTI Summit Proceedings, *Protecting The World’s Oceans: From Vision to Mission*, from conceptualization to oversight of printing of the document. The Conference Report was used as essential preparatory information for the *15th Conference of Parties (COP15) to the United Nations Framework Convention on Climate Change (UNFCCC)* held in Copenhagen, Denmark in December 2009.
- **Development of HIV/AIDS Voluntary Counseling and Testing (VCT) Implementer’s Manual, October 2008–July 2009 (for UNICEF):** Design and development of a *print-ready manual that served as a handy technical and reference guide* for HIV voluntary care and treatment (VCT) implementers on how to set up VCT facilities, including regulations on counseling and testing, recording, and reporting; and
- **Emergency Regional Support to Address the Outbreak of Severe Acute Respiratory Syndrome (SARS) – Philippine Subproject: Surveillance, Prevention, and Control of SARS, Avian Influenza (AI), and Other Emerging Infectious Diseases (EIDs) (TA 6108-REG), November 2005–June 2008 for ADB):** Production of *high-quality training modules, materials, and supporting technical manuals* and printing of 700 copies of standardized SARS training module for local core groups.

A. Experience in Digital Media

- **The Legacy Project: USAID in the Philippines (SOL-492-15-000002), July 2015–April 2017**

- o Preparation of a total of six short video documentaries (one per sector, three minutes each) featuring selected successful USAID projects in the Philippines, which were derived from the case studies in the Photo Book
- **Coastal and Marine Resources Management in the Coral Triangle: Southeast Asia (TA 7813-REG), August 2012–December 2017**
 - o Competitions on social media (Facebook)
 - (i) Treasures of the coral triangle about threatened species - <https://ctisoutheastasia.wordpress.com/knowledge-products-2/treasures-of-the-coral-triangle-minigraphics/contest/>
 - (ii) Reading challenge to promote the tales of the coral triangle storybook - <https://ctisoutheastasia.wordpress.com/2016/10/06/coraltriangleretales-reading-challenge-contest-information/>
 - (iii) Climate whiz contest on climate change - <https://ctisoutheastasia.wordpress.com/2017/01/10/climate-whiz-quiz-contest-information/>
 - o Development of a module that schools can use based on the threatened species contest. It is in our project blog: <https://ctisoutheastasia.wordpress.com/knowledge-products-2/treasures-of-the-coral-triangle-minigraphics/>
 - o CTI-SEA collaborated with partners who commit to sharing the content that the project produces. In the Philippines, the youth partners include
 - (i) University-based
 - a. UP Alliance of Development Communication Students
 - b. UP Zoological Society
 - c. UP Ecology and Systematics Majors Students
 - (ii) National
 - a. Philippine Society of Youth Science Club
 - b. One Direction Philippines fan club
 - c. Save Philippine Seas
 - o CTI SEA actively maintains a blog: <https://ctisoutheastasia.wordpress.com> and a FB page: <https://www.facebook.com/CTISoutheastAsia/>
 - o All CTI SEA publications: <https://ctisoutheastasia.wordpress.com/knowledge-products-2/publications/>
 - o Learning notes
 - (i) Climate Change: <http://iwlearn.net/resources/documents/2334>
 - (ii) Ecosystem Approach to Fisheries Management (EAFM): <http://iwlearn.net/resources/documents/2329>
 - (iii) Payment for Ecosystem Services (PES): <http://iwlearn.net/resources/documents/9892>
 - o CTI Project Mapping Tool: <http://ctimap.org/>
- **Regional Cooperation on Knowledge Management, Policy, and Institutional Support to the Coral Triangle Initiative, Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands, and Timor-Leste (TA 7307-REG), May 2010–July 2013: <http://sites3.iwlearn3.webfactional.com/cti/knowledge-hub>**

- o Website under the Global Environment Facility (GEF) International Waters Learning and exchange Resource Network (IW:LEARN): <http://sites3.iwlearn3.webfactional.com/cti>
- o Payment for Ecosystem Services
 - (i) Learning Notes
 - a. No. 1 - Basics of PES in the Coral Triangle
 - b. No. 2 - Is Your Site "PES-able"?
 - c. No. 3 - Valuing Coral Reefs: Seeing Beyond the Obvious
 - d. No. 4 - The Blue Economies of the CTI: Gearing for Rio +20
 - (ii) Experience Notes
 - a. No. 3 - A Partial Listing of Resource Economists and PES Experts in the Coral Triangle
- o Sustainable Finance
 - (i) Learning Notes
 - a. No. 1 - Basics in Sustainable Financing for the CTI
 - b. No. 2 - Sustainable Finance for a Countrywide Protected Area Generic Costing Template (MS Excel)
 - c. No. 3 - Using the sustainable finance costing template
 - d. No. 4 - How to develop a balance sheet for the project or program
 - (ii) Experience Notes
 - a. No. 1 - Costing Process for the PAN Sustainable Finance Example for a Countrywide Protected Area: The Case of the Palau Protected Area Network
- o Knowledge Management
 - (i) Learning Notes
 - a. No. 1 - Basics of KM for the CTI
 - b. No. 2 - Why KM for the CTI?
 - c. No. 3 - Tips in Preparing Effective Knowledge Products
 - d. No. 4 - Designing a Demand-Driven Website
 - (ii) Experience Notes
 - a. No. 2 - Harnessing collective knowledge to serve the CTI
 - b. No. 4 - Guidelines and tips on how to start and sustain a community of practice
- o Decision Support Systems
 - (i) Learning Notes
 - a. No. 1 - COASTPLAN and 3D RELIEF MAP
 - b. No. 2 - REEFGAME AND FISH-BE
 - c. No. 3 - Preparing for Vulnerability Assessments
- o Tools and Systems
 - (i) FISH-BE: Fisheries Information for Sustainable Harvest BioEconomic Model
 - (ii) ReefGame
 - (iii) COASTPLAN: Coastal Assessment Tool and Planning Software
 - (iv) 3D Relief Map: Resources, Environment, Livelihoods, Ecosystems and Fisheries

- o Newsletters for Online Distribution
 - (i) September 2010 - Headline: CT6 NCCs agree on sustainable financing, PES, and state of the coral triangle report as focus areas of the KM TA
 - (ii) October 2010 - Headline: INO and MAL workshops spark discussion on KM & communication needs of NCCs
 - (iii) November 2010 - January 2011 Headline: How can NCCs make CTI awareness activities more gender inclusive?
 - (iv) February-March 2011 Headline: Costing the NPOA means turning the “wish list” into a doable list
 - (v) April-June 2011 Headline: Indonesia and Malaysia form KM Teams to support NPOA implementation
 - (vi) July-August 2011 Headline: RETA 7307 launches study on the Economics of Fisheries and Aquaculture in the CTI (E-FACT)
 - (vii) September-November 2011 Headline: SOM7 approves CTI-CFF charter; officials elect Malaysia as chair of Council of Ministers

B. Experience in Design, Development, and Maintenance of Electronic Databases

- *Vietnam Irrigation Agriculture Improvement Project (VIAIP): Independent Supervision Consulting Services for Project Implementation*, November 2015–October 2020: Review and M&E of all activities in the field of information/communication and establishment of database, GIS, software, and project management.
- *Project M&E System for Disaster Risk Reduction and Management (DRRM)*, April 2012–June 2013: Development of an M&E system that combines financial tracking, and physical monitoring to aid better planning and coordination of the government’s projects and programs on DRRM in a manner that was transparent and accountable to the public;
- *Development of a project performance management system (PPMS) for the ADB loan-funded Nutrition Improvement for Community Empowerment Project, Indonesia*, December 2009–September 2012: Enhancement of M&E of nutrition programs.
- *Development of Epidemiologic Surveillance and Response (ESR) Systems in Indonesia, Malaysia, and the Philippines (ADB RETA 6305)*, June 2006–September 2008: Development of database systems intended to support the countries’ compliance with, and implementation of, the *International Health Regulations (IHR) of 2005*, such as the *Philippine Integrated Disease Surveillance and Response (PIDSR) System*, which involved the development and installation of data entry software and online data management system, as well as the design and introduction of an electronic laboratory-based information surveillance system (eLBIS) in Malaysia.