

WORLD BANK/GEF/PEMSEA
MEDIUM-SIZED PROJECT APPLYING
KNOWLEDGE MANAGEMENT TO
SCALE UP PARTNERSHIP INVESTMENTS
FOR SUSTAINABLE DEVELOPMENT OF
LARGE MARINE ECOSYSTEMS OF
EAST ASIA AND THEIR COASTS

Project Inception Workshop



**Crowne Plaza Hotel, Ortigas Center,
Pasig City, Metro Manila, Philippines
13 – 14 March 2014**



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BACKGROUND OF THE WORKSHOP

- i. The GEF-supported World Bank medium-sized project (MSP) on *Applying Knowledge Management to Scale up Partnership Investments for Sustainable Development of Large Marine Ecosystems of East Asia and their Coasts* primarily aims to enhance the capacity and performance of investments in the sustainable development of large marine ecosystems (LMEs) and coasts in the East Asian Seas (EAS) region through knowledge and experience sharing, portfolio learning and networking.
- ii. The MSP addresses the need for the conversion and integration of new information and knowledge into innovative policies and development programs, scaling up and replicating initiatives, and increased commitments of resources and new investments by the public and private sectors. The project will facilitate interaction among policymakers, implementers, networks and investors, as well as address gaps in necessary skills and services to move from policy and planning into actions and investments through intergovernmental arrangements and communities of practice at the regional, national and local levels.
- iii. The MSP is funded by the Global Environment Facility (GEF) and executed by the Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) under the supervision of the World Bank (WB) and in coordination with countries and other partners.
- iv. The Project Inception Workshop aimed to discuss and build consensus on:
 - Priority knowledge management (KM) products and services that would support scaling up and replication of good practices and investments among the projects under the WB/GEF Program Framework, targeting both public and private investors;
 - The processes involved in applying the knowledge products and services (KPS) in relation to the proposed framework for scaling up investments and partnerships in support of sustainable development and management of coastal and marine ecosystem services;
 - The schedule of activities, outputs and events of the KM project that would align with and support the planned activities and outputs of the investment and learning projects; and
 - The coordinating and implementing arrangements between the KM project and the investment and learning projects.

WORKSHOP OPENING

- v. The Project Inception Workshop was held from 13–14 March 2014 at Crowne Plaza Manila Galleria Hotel, Manila, Philippines. The workshop was attended by representatives from PEMSEA and WB, as well as representatives of projects under the WB/GEF Program Framework on Scaling up Partnership Development of the LMEs of East Asia and their Coasts. The workshop agenda and list of participants are attached as **Annex 1** and **2**.
- vi. Mr. Adrian Ross, Executive Director and Chief Technical Officer of PEMSEA, and Mr. Gerardo F. Parco, Senior Operations Officer for Environment of the World Bank Philippines, started the workshop by explaining the rationale behind the MSP. Mr. Parco underscored the significance of coming up with an innovative system to capture knowledge, especially on lessons learned and best practices from projects, and making these knowledge succinct, accessible to target users, and more useful to the programmes. He also emphasized that the inception workshop aims to identify what are the major and common concerns among projects with regard to capturing and disseminating project outputs and experiences. Mr. Ross explained that the MSP targets to (a) provide added value to the investment and targeted learning projects; (b) develop and strengthen KPS that enhance the capacity and performance of investments in scaling up good practices and partnerships; and (c) serve as an extension service for investment and targeted learning projects. He also enumerated some of the challenges in implementing the MSP, including:
 - Project development: Identifying and engaging key stakeholders in the KM design and development process;
 - Project implementation: Synchronizing with projects that are at different stages of development and implementation; and
 - Project delivery: Demonstrating that the developed KM system, products and services enhance the capacity and performance of investments in sustainable development of LMEs and coasts.
- vii. Mr. Mish Hamid, Project Manager of the GEF International Waters Learning Exchange and Resource Network (IW:LEARN), introduced IW:LEARN as a GEF program that promotes experience sharing, learning and information management support among GEF IW projects. The project offers a suite of both face-to-face training, information management and portfolio programmatic support activities. He emphasized that there is a wealth of experience and good practices in the region but effectively capturing and sharing these among other partners and regions remains to be a challenge. He described this situation as “fruits grown but rarely harvested.” He also summarized the discussions from the Second GEF International Waters (IW) Regional Workshop for Asia and the Pacific held on 10–12 March 2014, which gathered GEF IW projects from the region to share knowledge and experience on key aspects of scaling up and replication of good practices and lessons learned from demonstration projects. The workshop looked at several processes that may drive scaling up, including *inter alia*, experience exchange and synthesis, capacity development, programming of good practices into demonstrations, community buy-in, networking with decisionmakers, communication of financial incentives and valuations, and discussion of political benefits from replication. He stressed that much more needs to be done in this area, and that it is possible the 8th GEF Biennial IW Conference could be a venue for this.

SESSION 1: NEEDS, CHALLENGES AND OPPORTUNITIES IN KM

- 1.1 Representatives from projects under the WB/GEF Program Framework on Scaling up Partnership Development of the LMEs of East Asia and their Coasts were asked to briefly present on the background, objectives and principal components of their respective projects, and identify potential linkages, challenges, opportunities and expectations with regard to knowledge management.
- 1.2 Ms. Ina Binari Pranoto, Senior Environmental Specialist from the World Bank Indonesia, discussed the Coral Reef Rehabilitation and Management Program-Coral Triangle Initiative (COREMAP-CTI). She related that the third phase of the project aims to establish operational and institutionalized coral reef management systems in priority coral reef sites in Indonesia. To achieve this, the project targets to: (a) strengthen decentralized coral management in seven districts in the eastern part of Indonesia; (b) adopt an ecosystem-based resource management approach; and (c) establish sustainable financing mechanisms. Ms. Pranoto related that the project's wealth of knowledge and experience from its first two phases may be beneficial in identifying best practices in coral reef management and enhancing public awareness. The discussion after Ms. Pranoto's presentation identified specific KM products produced by COREMAP-CTI, including an interactive website, community campaigns, and learning modules for primary and secondary schools.
- 1.3 Mr. Gerardo Parco, Senior Environment Specialist from the World Bank Philippines, introduced the Manila Bay Integrated Water Quality Management Project, which primarily aims to establish an institutional framework for an integrated and multisectoral approach in improving the water quality in the Manila Bay and the surrounding bodies of water. This project is part of the Philippine government's response to the Supreme Court *mandamus* ordering the Department of Environment and Natural Resources (DENR) to lead efforts to rehabilitate Manila Bay. The project will involve the adoption of innovative integrated water quality management and institutional mechanisms, public and private pollution reduction initiatives, improved monitoring and enforcement and active community engagements. KM products and services will emphasize advocacy campaigns and increased accountability of policymakers, local chief executives and industry for rehabilitating Manila Bay.
- 1.4 Ms. Carolina Figueroa-Geron, Lead Rural Development Specialist from the World Bank Philippines, discussed the Philippine Rural Development Project (PRDP), a six-year program designed to establish a government platform for a modern, climate-smart and market-oriented agri-fishery sector in the Philippines. The PRDP will work with local governments and the private sector to provide key infrastructure, facilities, technology and information that will raise incomes, productivity and competitiveness of local agricultural communities using the value chain analysis approach. The project also targets to: (a) increase annual real farm incomes; (b) increase value of marketed outputs of local farms; and (c) increase number of poor farmers and fisherfolks with improved access to agriculture and fisheries services. The current project can take off from lessons learned from previous Mindanao project, which made use of geotagging tools for monitoring and evaluation. The KM component will include products and services for greater leverage of private sector investments, as well as geo-tagging and geo-marking of investment sites to monitor change/improved conditions.

- 1.5 Mr. Le Anh Tuan, Social Development Specialist from the World Bank Vietnam, talked about the Coastal Resources for Sustainable Development Project in Vietnam. Implemented in eight coastal provinces, the project aims to promote sustainable fisheries practices by: (a) strengthening institutional capacity for sustainable fisheries management; (b) improving practices for sustainable aquaculture; (c) promoting sustainable management of near-shore capture fisheries, including co-management of near-shore capture fisheries, and rehabilitation of fishing ports, and (d) support in project management, monitoring and evaluation. Mr. Le related that the project was selected by the WB to undergo an impact evaluation which would provide a systematic and useful source of information on the project's impact and effectivity, and the information data collection tool could be useful for similar projects that apply the same impact evaluation approach. The discussion after Mr. Le's presentation pointed out the project has its own challenges, particularly to Project Component B that focus on fisheries co-management that would involve the participation of local fishers with the facilitation role from local government. This challenge is related to the intrinsic nature of the management of common pool resources which has been well known in the scholarship of management of the commons. In addition, factors such as (a) wide geographic coverage; (b) knowledge, attitude and perception among local communities; and (c) dynamics between different levels of the government, among other things (such as gender and livelihoods issues), could be a challenge to the design of a fisheries co-management which is expected to vary from site to site. Despite this, Mr. Le mentioned that priorities have been set forth for the project, thereby, fisheries co-management would adopt an inter-sectoral planning approach and that the establishment of fisheries co-management would be on a demand-driven basis to ensure local participation and sustainability of the activities. Efforts will also be made to ensure the livelihood of fishers participating in fisheries co-management is not adversely affected. Mr. Le also noted that the project is just in the early stage of project implementation, but it is making steady steps towards to the planned project development objective.
- 1.6 Ms. Melanie King, Deputy Director of the Global Change Institute, University of Queensland, introduced the Capturing Coral Reef Ecosystem Services (CCRES) Project. She described CCRES as a technical assistance project that will help coastal communities to secure their future economic and ecological wealth providing a balance between profitability and sustainability. The project also targets to develop the tools and knowledge that would support decisionmaking and new opportunities for business development. The project's three components cover: (a) quantifying the value and market potential of coral reef and mangrove ecosystem services; (b) generating robust local economies that capture and sustain marine ecosystem services; and (c) promote behavioral change through outreach, decision support and regional learning. Ms. King identified some of the project's deliverables, which include models for valuation of ecosystem services, improved planning framework and a business decision toolkit.
- 1.7 In the open discussion that followed the project presentations, the following points were highlighted by workshop participants:
 - The KM project provides an opportunity for the six investment projects under the WB/GEF Framework Programme, GEF IW:LEARN and other related initiatives in the region to work together to set a regional KM agenda and program that will last beyond the life of the individual projects;
 - Applying KM to scale up partnership investments for sustainable development is a priority interest of all GEF investment projects. The various knowledge

management products and services, directories of experts, Communities of Practice (COPs), helpdesks, etc. will be a benefit and create synergies across the projects;

- The KM platform will provide greater visibility of available data, including access to monitoring data, trends and emerging issues.

1.8 Needs and expectation from the MSP are summarized below:

	Coral Reef Rehabilitation and Management Program-Coral Triangle Initiative 3 (COREMAP-CTI III)	Manila Bay Integrated Water Quality Management Project	Philippine Rural Development Project (PRDP)	Coastal Resources for Sustainable Development Project	Capturing Coral Reef Ecosystem Services (CCRES) Project
<i>Key Customers</i>	policymakers and local chief executives, investors/private sector, other project implementers or researchers, local communities, the World Bank				
<i>Location</i>	Indonesia	Philippines	Philippines	Vietnam	Philippines
<i>Key areas of knowledge</i>	Habitat protection and management	Pollution reduction and nutrient management	Food security and alternative livelihood	Food security and alternative livelihood	Habitat protection and management
<i>COPs initially identified</i>	Development of sustainability enterprise alliances (SEA)	Access to DENR-Environment Management Bureau (EMB) water quality data through the Open Data Initiative	Geo-mapping and geo-tagging tools, e-Vulnerability and Suitability Assessment (e-VSA) tool	Updating the Vietnam Fisheries Database	IW:LEARN COPs
<i>Key service providers</i>	Indonesian Institute of Science, Ministry of Marine Affairs and Fisheries	DENR, Manila Bay Coordinating Office (MBCO)	Department of Agriculture (DA)	Ministry of Agriculture and Rural Development	University of the Philippines-Marine Science Institute (UP-MSI), Palawan Council for Sustainable Development
<i>Knowledge products and services</i>	Interactive website, community campaigns, learning modules	Simulation models, database and mapping, detailed engineering design and economic analysis	Value chain analysis, vulnerability and sustainability assessment tool, resource and social assessment tool	Stakeholder analysis, grievance redress mechanisms	Models for valuation of ecosystem services, improved planning framework, business decision toolkit
<i>Gaps and needs</i>	Application of the integrated coastal management (ICM) approach and marine spatial planning (MSP), effective co-management	Institutional framework for nutrient management,	Infrastructure improvement for easier market access, capacity building for enterprise development	Application of inter-sectoral marine spatial planning, effective co-management	Application of marine spatial planning (MSP), limited understanding of trade-offs
<i>Opportunity for convergence with PEMSEA projects</i>	LifeWeb Project (supported by CBD project in Indonesia)				

Engaging the Corporate Sector in Development Projects

- 1.8 Mr. Ryan Whisnant, Strategic Planning and Sustainable Financing Specialist from Coalescent Services, highlighted how development programs and projects can engage and leverage investments from the private sector. He related that the private sector's perception on the business value of products and services, as well as the risk and return of investments are among the key considerations in scaling up investments. He said that there are various opportunities for structuring, measuring and communicating development projects in ways that companies and investors can appreciate and understand. Mr. Whisnant identified the "Payment for Ecosystem Services" (PES) as a viable example. He defined PES as a voluntary transaction where a well-defined environmental service is bought by a buyer from a seller, if the provider continuously secures provision of the service. PES is considered a market transaction where the ecosystem services are treated as products in the market. Using PES, the ecosystem service providers shall be compensated for the costs of its provision and those who benefit from the services should pay for them. Mr. Whisnant also discussed the concept of public-private partnerships (PPPs) where it combines assets and experiences of partners, both from public and private sectors, to leverage capital, investments, creativity and access to markets. PPPs can be co-designed, co-funded and/or co-managed by partners so that risks, responsibilities and reward of the partnership are shared. PPPs can cover environmental protection activities, soft-infrastructure/service delivery projects or entrepreneurial/livelihood projects. Mr. Whisnant emphasized that development programs and projects have much to offer the private sector and that the private sector has much to offer in return. He also pointed out that recent studies have shown that adoption of corporate social responsibility (CSR) initiatives have lead to increased shareholder value among private institutions.
- 1.9 In the Q&A following Mr. Whisnant's presentation the following points were highlighted:
- Private sector needs to know:
 - the policy regime and the rules/regulations concerning investment projects;
 - the financial structure of the project;
 - how they can get involved;
 - Balancing risk and opportunity is the focus of the private sector. Their first priority is to clearly understand the risk involved, and then look at the return on investment;
 - Private sector has moved from a position of complying with rules and regulations, to CSR, to an understanding of the "need and benefit" of investing in natural capital.

SESSION 2: WANTED: A KM SYSTEM TARGETING LOCAL CHIEF EXECUTIVES, POLICYMAKERS AND INVESTORS

- 6.1 Ms. Elena Cruz, Knowledge Management Specialist from CCLFI Philippines, led the workshop in identifying priority KPS that support the scaling up and replication in the investment and learning projects under the WB/GEF Framework Programme. The workshop participants identified the following as priority KPS:
- a. Provide decision-support to planners and decisionmakers**
 - Developing electronic knowledge library (e-library) or portal (k-portal);
 - Developing online helpdesks linked to COPs;

- Developing directories (peer-to-peer, experts or investors);
- Developing case studies, policy briefs, investment briefs or impact briefs on new solutions and ventures in blue economy;
- Developing exemplar financing and investment policies, guidelines or methodologies; and
- Using existing metadata.

b. Maintain interaction and working relationships between clients and investors

- Conducting study tours to successful projects/ventures;
- Conducting seminars on blue economy, investments in innovative solutions and ventures, PPPs, etc.
- Organizing client-investor meetings;
- Organizing annual technical events (e.g. EAS Congress, PEMSEA Network of Local Governments for Sustainable Coastal Development [PNLG] annual forum, World Ocean Week in Xiamen [XWOW], etc.); and
- Organizing webinars.

c. Identify the combination of project design and benefits that meet the objectives of the investors while still appealing to the target governments and communities

- Designing and implementing environmental markets for biodiversity hotspots, threatened resources and endangered species;
- Creating jobs and livelihood opportunities that are tied to environmental sustainability;
- Working with impact investing firms to create scalable investments that deliver on the triple bottom line; and
- Working with social psychologists to understand coastal communities' incentives for environmental conservation.

d. Facilitate financing and investment transactions

- Incorporating State of the Coast (SOC) reporting into national and local development planning;
- Conducting impact assessment and cost-benefit analysis of priority projects in priority sites;
- Seeking partners from the private, public, civic and academic sectors to implement high-impact ventures; and
- Promoting novel finance and incentive mechanisms for environmental conservation.

e. Market priority projects in priority locations

- Providing an online platform and clearing house for project proposals, sustainable development (SD) technologies and ventures;
- Organizing an Investors Roundtable/Marketplace during high-level events
- Partnering with or establishing CSR networks focused on coasts and oceans and blue economy development

f. Monitor and verify investments in new solutions and ventures

- Organizing COPs or expert surveys of projects

- Conducting forecasting/predictive modeling of long-term impact and benefits of projects;
- Completing SOC/ecosystem health report cards assessing local benefits to communities, economies and ecosystems; and
- Gathering feedback from investors' roundtable/marketplace.

2.2 The workshop participants were then requested to classify the priority KSP outputs for the MSP, based on the availability of resources and the schedule of specific activities and targets for individual WB/GEF investment projects. Most of the KPS identified were considered high priority of the MSP (to be implemented during the MSP in partnership with the investment projects, clients and stakeholders). However, the workshop agreed that the following 4 outputs were beyond the scope of the MSP on knowledge management and should be undertaken as part of investment/targeted research projects:

- Working with social psychologists to understand coastal communities' incentives for environmental conservation;
- Conducting impact assessment and cost-benefit analysis of priority projects in priority sites;
- Promoting novel finance and incentive mechanisms for environmental conservation; and
- Conducting forecasting/predictive modelling of longer-term impacts and benefits.

2.3 A simplified KM framework for scaling up and replication of GEF investments (**Figure 1**) was introduced to the workshop. The workshop participants elaborated on the core processes and sub-processes of the framework, which collectively would contribute to a systematic approach to scaling up and replication of GEF investments, as follows:

CORE PROCESS 1: Assessing customer needs.

Sub-processes:

- Collaborative and participatory planning among the investment projects and their stakeholders;
- Identifying a core set of "indicators" for scaling up and replication within projects and across targeted investors; and
- Optimizing the project monitoring and evaluation (M&E) and reporting system

CORE PROCESS 2: Enabling a sustainable development and investment climate.

Sub-processes:

- Harvesting information and knowledge across projects that target SD and blue economy drivers at the regional, national and local levels; donors corporate sector/business community;
- Refining knowledge and generating focused applications, services and products in a format that is actionable for the targeted customers (e.g., case studies, policy briefs, investment briefs or impact briefs); and
- Storing and managing knowledge by maintaining and updating knowledge in a reasonable format in an easily accessible repository (e.g., e-library/k-portal).

CORE PROCESS 3: Financing and investment mechanisms.

Sub-processes:

- Mainstreaming priority issues and priority locations into the development and investment plans of national and local governments;

- Identifying and evaluating environmental markets for biodiversity hotspots, threatened resources and endangered species;
- Creating jobs and livelihood opportunities that are tied to environmental sustainability;
- Working with the private sector to create scalable investments that deliver on the triple bottomline; and
- Identifying and developing coastal communities' incentives for environmental conservation.

CORE PROCESS 4: Pipeline of investment projects.

Sub-processes:

- Validating investment opportunities for scaling up and replication of good practices;
- Conducting risk assessment at priority issues/priority locations in collaboration with local governments; and
- Partnering local governments with service providers, CSR networks, impact investors focused on coasts and oceans and blue economy development.

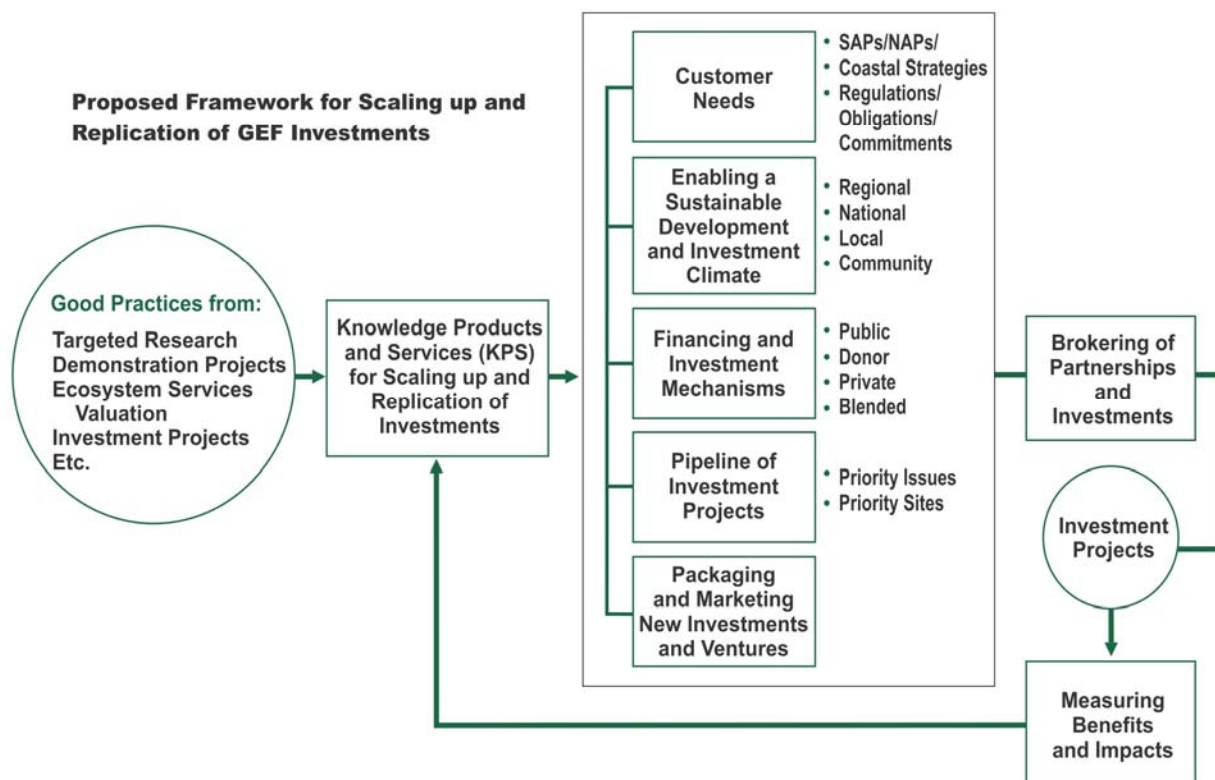


Figure 1. Proposed framework for scaling up investments and partnerships in support of sustainable development and management of coastal and marine ecosystem services.

CORE PROCESS 5: Packaging and marketing new investments and ventures.

Sub-processes:

- Providing on-line platform and clearing house for project proposals, SD technologies and ventures; and

- Organizing and conducting investors' roundtable/marketplace.

CORE PROCESS 6: Brokering partnerships and investments.

Sub-processes:

- Providing exemplar agreements, operating modalities and financing arrangements for use by local governments;
- Facilitating access to legal and technical advisors;
- Delineating risks/risk management measures for impact investors; and
- Facilitating monitoring and evaluation of project performance.

CORE PROCESS 7: Monitoring impacts and benefits.

Sub-processes:

- Organizing COPs/expert surveys of projects;
- Completing SOC/ecosystem health report cards assessing local benefits to communities, economies and ecosystems; and
- Conducting forecasting/predictive modelling of longer-term impacts and benefits.

SESSION 3: KM PROJECT WORK PLAN

- 3.1 Based from the identified KPS and core processes and sub-processes of the KM framework, a work plan was developed and reviewed by the workshop. The work plan included a schedule for the development of target outputs and the conduct of training workshops and knowledge sharing events. In addition, organization and conduct of site visits, data gathering, monitoring and reporting and other issues related to the development of KM products and services were discussed.

PROJECT ACTIVITIES: YEAR 1

Project Planning and Coordination

- Inception workshop; and
- Collaborative and participatory planning with the six WB projects, IW:LEARN, etc., on KM system and KPS development and application

Cluster of Activities

- Data gathering on innovative solutions, research and development (R&D), ventures and exemplar financing and investment policies, guidelines and methodologies'
- Confirming SD/blue economy drivers and indicators at the project, regional, national and local levels, as well as corporate sector/business'
- Defining knowledge services/products in formats for the targeted customers (e.g., case studies, best practices, policy briefs, investment briefs or impact briefs)'
- Designing and developing e-library/k-portal with linkages to projects and networks'
- Identifying, developing, engaging regional and global COPs in KM system development and operation; and
- Developing and scheduling seminars, technical workshops and study tours.

MAJOR OUTPUTS TARGETED: YEAR 1

Project Planning and Coordination

- KM project 3-year work plan and budget; and
- Planning, coordinating and KM working arrangements among projects confirmed.

Clustered Outputs

- Beta-version e-library/k-portal designed and constructed;
- COP Networks engaged (online and face-to-face) in the development of the KM system, including e-library, k-portal and help desk design;
- Directories of local governments and investment projects developed;
- Templates of case studies, best practices, policy briefs, investment briefs, impact briefs, webinars, etc. for targeted audiences; and
- Face-to-face events organized and scheduled for LCEs, planners and investors.

PROJECT ACTIVITIES: YEAR 2

Project Planning and Coordination

- Collaborative and participatory planning with the six WB projects, IW:LEARN, etc., on opportunities for replication and scaling up of good practices, investments and partnerships.

Cluster of Activities

- Data gathering on environmental markets for biodiversity hotspots, threatened resources and endangered species;
- Populating e-library/k-portal;
- Assessing/verifying priority issues/priority sites for scaling up and replication of best practice;
- Preparing knowledge services/products for the targeted customers (e.g., case studies, best practices, policy briefs, investment briefs, impact briefs, webinars, etc.);
- Developing help desk with linkages to COPs;
- Conducting initial seminar/workshop/webinar engaging local governments and investors/corporate sector; and
- Conducting study tour of successful investments/ventures with LCEs, planners and decisionmakers.

MAJOR OUTPUTS TARGETED: YEAR 2

Project Planning and Coordination

- Priority issues and priority sites for scaling up and replication of investments and partnerships identified among the six WB projects and others.

Clustered Outputs

- Beta-version e-library/k-portal populated with data and formally launched at EAS Congress 2015;
- Directories of experts, investors, impacts investment firms developed;
- Case studies, best practices, policy briefs, investment briefs, impact briefs or webinars launched;
- Regional seminars/workshops for planners, LCE and investors conducted as part of the EAS Congress, PNLG annual forum, XWOW, etc.;
- Study tours of investments/ventures conducted; and
- Investment briefs prepared for face-to-face briefings with investors.

PROJECT ACTIVITIES: YEAR 3

Project Planning and Coordination

- Collaborative and participatory planning with the WB projects, IW:LEARN, etc., on investments and partnership development.

Cluster of Activities

- Proactively seeking partners from the private, public, nongovernmental organizations, and academic sectors to implement high-impact ventures;
- Working with impact investing firms to identify potential investments that deliver on the triple bottomline;
- Incorporating SOC reporting/other investment planning tools into national and local development planning;
- Setting up an online platform and clearing house for project proposals, SD technologies and ventures; and
- Organizing an investors' roundtable/marketplace.

MAJOR OUTPUTS TARGETED: YEAR 3

Project Planning and Coordination

- Strategic plans for scaling up and replication of investments and partnerships developed and initiated among the six WB projects and others.

Clustered Outputs

- SOC reporting/other investment planning tools incorporated into national and local development planning of participating national and local governments;
- Online platform and clearing house for project proposals, SD technologies and ventures launched;
- First investors' roundtable/marketplace conducted; and
- Sustainable financing mechanisms for a regional KM platform initiated.

- 3.2 In the discussion, both Manila Bay project and CCRES project expressed the difficulties in getting data for completing the activities related to the development of SOC reports in Years 2 and 3. In this connection, innovative ways need to be found out to ensure web-based SOC system can be populated with data and information from the two projects and their sites.
- 3.3 CCRES also highlighted the linkage between the Blue Ribbon Panel of the Global Partnership on Ocean (GPO) and the KM project. Ms. King will explore ways to facilitate communication between the KM project and the initiative to maximize the benefits of the KM system.
- 3.4 With regard to the knowledge products that will be uploaded to the KM portal, the following information are considered as inputs to the KM project:
 - Synthesis report in the areas of practices;
 - World Bank knowledge as a standardized requirement (i.e., impact evaluation); and
 - Implementation completion report (ICR).
- 3.5 The meeting also realized the need for the KM project office to prepare a template for case studies, as well as standardized templates for projects to complete for uploading in portal.

SESSION 4: COORDINATING AND IMPLEMENTING ARRANGEMENTS

- 4.1 Mr Jed Saet discussed the importance of establishing coordinating and implementing arrangements between the MSP and the investment and learning projects. He emphasized that the MSP's goal is to make knowledge sharing among the individual projects be seamless and intuitive. He further underscored that the MSP should primarily cover actionable knowledge targeted to policymakers, actionable knowledge useful to other projects, and the mechanisms how these tacit knowledge were captured. To achieve this, Mr. Saet identified several online (e.g., e-library, portal, online helpdesk, webinars, etc.) and offline (workshops, study tours, roundtable discussions, etc.) approaches. He also emphasized the need for a common open platform, common templates, reusable data and packaged products for effective knowledge cooperation among the projects.
- 4.2 The workshop participants emphasized the need for the KM project to provide guidance on the development of KM platforms at new investment sites, and for inter-operability of the regional KM platform and platforms of existing sites. It was also emphasized that KM products and services from previous projects in the region need to be researched and included in the regional platform.
- 4.3 Mr. Saet urged the project leaders to identify their respective IT contractors or specialists in order to facilitate early communication and exchange of information.
- 4.4 It was noted that language is a matter of concern in the use of KM products and services. The workshop suggested that efforts be made to translate key documents into local languages, as budget allows, and to provide Executive Summaries of other materials. It was also suggested that the regional platform include a calendar of events as well as templates for collecting baseline, mid-term and end-of project data.

5. CONCLUSION AND RECOMMENDATIONS

- 5.1 The inception workshop highlighted the need to form linkages among existing initiatives to share experience in capturing project outputs and impact. The discussions also identified data's replicability, consistency and validity as important considerations in gathering tacit knowledge among projects.
- 5.2 The work plan and schedule, activities and target KPS for the project were recommended for adoption by the workshop. It was also recommended that the PEMSEA team revise the MSP work plan and budget accordingly for submission and approval by the World Bank.
- 5.3 The workshop further recommended to have regular discussions, preferably annual face-to-face meetings, to facilitate exchange of updates and identify shared challenges and good practices. A shared calendar of events, including high-level meetings, workshops, study tours, would also be useful.

ANNEX 1
WORKSHOP AGENDA

**WORLD BANK/GEF/PEMSEA MEDIUM-SIZED PROJECT
APPLYING KNOWLEDGE MANAGEMENT TO SCALE UP PARTNERSHIP INVESTMENTS
FOR SUSTAINABLE DEVELOPMENT OF LARGE MARINE ECOSYSTEMS OF EAST ASIA
AND THEIR COASTS**

***Provisional Annotated Agenda
Project Inception Workshop***

***13–14 March 2014
Crowne Plaza Hotel, Ortigas Center, Pasig City
Metro Manila, Philippines***

Introduction

As a cross-cutting topic in the GEF-supported World Bank program on *Scaling up Partnership Investments for Sustainable Development of Large Marine Ecosystems (LMEs) of East Asia and their Coasts*, the thrust of knowledge management in this medium-sized project (MSP) is to enhance the capacity and performance of investments in sustainable development of LMEs and coasts in the East Asian Seas (EAS) region through knowledge and experience sharing, portfolio learning and networking.

While GEF and partners have made substantial investments in the EAS region, there is no regional agency that collates information and conducts harmonized monitoring of results gathered by the riparian countries. This gap impedes the sharing of information and lessons from past experiences among LMEs, as well as adaptive management within an LME. A review of available regional knowledge sharing platforms indicates that there are numerous e-portals focused on specific sectors (e.g., forestry, river basins, climate change, disaster risk reduction, etc.) providing information, capacity development opportunities, communities of practice and networking facilities. However, it is apparent that no single platform has the scope and coverage for enabling, capturing, integrating and sharing knowledge across multiple sectors and among countries for improved governance and sustainable development of coasts and oceans of the EAS region.

The MSP, entitled *Applying Knowledge Management to Scale Up Partnership Investments for Sustainable Development of Large Marine Ecosystems of East Asia and their Coasts*, has been developed with this opportunity and demand in mind. The project addresses the need for conversion and integration of new information and knowledge into innovative policies and development programs, scaling up and replicating initiatives, and increased commitments of resources and new investments by the public and private sectors. The project will facilitate interaction among policymakers, implementers, networks and investors, and address gaps in necessary skills and services to move from policy and planning into actions and investments through intergovernmental arrangements and communities of practice at the regional, national and local levels.

PROVISIONAL ANNOTATED AGENDA

13 March 2014, Thursday

08:30–09:00 Registration

Inception Workshop Opening

- 09:00–09:05 Opening Remarks
Mr. Gerardo Parco
World Bank Representative
- 09:05–09:10 Welcoming Remarks
Mr. Stephen Adrian Ross
Executive Director and Chief Technical Officer, PEMSEA
- 09:10–09:15 Workshop Objectives and Expectations
Mr. Renato Cardinal
Partnerships Programme Officer, PEMSEA
- 09:15–09:35 Introduction of the Knowledge Management Project (in the context of WB/GEF Framework Programme)
Mr. Stephen Adrian Ross
Executive Director and Chief Technical Officer, PEMSEA
- 09:35–10:00 IW:LEARN Lessons Learned in Applying Knowledge Management to Scale Up Good Practices among LMEs
Mr. Mish Hamid, Project Manager, GEF IW Learn
- 10:00–10:30 Coffee Break

Session 1: Needs, Challenges and Opportunities in Knowledge Management

Session Co-Chairs:

Mr. Guo Yinfeng, Programme Planning Officer, PEMSEA Resource Facility
Mr. Leo Paat, Task Team Leader, The World Bank, Philippines

- 10:30–12:00 Presentations on the Investment and Targeted Learning Projects in the WB/GEF Program Framework (15 minutes each)

Representatives of each project under the WB/GEF Program Framework on Scaling-up Partnership Development of the Large Marine Ecosystems of East Asia and their Coasts will be invited to make a 15-minute presentation on the background, objectives and principal components of their respective projects, and identify potential linkages, challenges, opportunities and expectations with regard to knowledge management.

- Indonesia Coral Reef Management Project Phase 3
Ms. Ina Pranoto, Senior Environmental Specialist, Indonesia Coral Reef Rehabilitation and Management Program-Coral Triangle Initiative (COREMAP-CTI), The World Bank, Indonesia

- Philippines Manila Bay Integrated Water Quality Project
Mr. Gerardo F. Parco, Senior Operations Officer (Environment)
The World Bank, Philippines
- Vietnam Coastal Resources For Sustainable Development Project
Mr. Tuan Anh Le, Social Development Specialist
The World Bank, Vietnam
- Targeted Learning and Innovation: Capturing Coral Reef Ecosystem Services In East Asia
Ms. Melanie King, Deputy Director, Global Change Institute, The University of Queensland, Australia
- Philippine Rural Development Project
Ms. Carolina Figueroa-Geron, Lead Rural Development Specialist, Task Team Leader of the Philippines Rural Development Project, The World Bank, Philippines

12:00–13:30 Lunch Break

13:30–14:00 Investing in Blue Economy Development Projects: Key Performance Indicators and Opportunities for Corporations/Business Community
Mr. Ryan Whisnant, Coalescent Services
Strategic Planning and Sustainable Financing Specialist

14:00–14:30 Knowledge Products and Services (KPS)
Dr. Serafin Talisayon and Ms. Elena Cruz, CCLFI Philippines
Knowledge Management Specialists

14:30–15:15 Facilitated Discussion and Conclusions for Session 1

The participants will break into “blue and brown” work groups to engage in discussion on priority KM services and products in support of scaling up and replicating the investment and learning projects under the WB/GEF Program Framework, targeting both public and private investors. Each work group will present the results of their discussion.

The targeted outcome will be consensus on a series of priority knowledge products and services that would be essential to scaling up good practices and investments among the six investment project that the Knowledge Management project could address or contribute to.

15:15–15:30 Coffee Break

Session 2: Wanted: A Knowledge Management system targeting Local Chief Executives, Policymakers and Investors

Session Chair: *Mr. Mish Hamid, Project Manager, GEF IW Learn*

15:30–16:00 Customizing Knowledge Management Products and Services to Enable Scaling Up and Replication of Investments and Partnerships
Dr. Serafin Talisayon and Miss Elena Cruz, CCLFI Philippines
Knowledge Management Specialists

16:00–17:00 Discussion and Conclusions for Session 2

The workshop participants will engage in work group discussions on the application of knowledge management services and products in relation a proposed framework for scaling up investments and partnerships in support of sustainable development and management of coastal and marine ecosystem services.

The targeted outcome of this session will be consensus on the sub-processes and KPS that are considered a priority of the Knowledge Management project.

17:00–17:30 Session Chair's Wrap-up

14 March 2014, Friday

Session 3: KM Project Work Plan 2014

Chair: *Mr. Gerardo Parco, Senior Operations Officer (Environment), The World Bank*

09:00–10:30 Knowledge M Work Plan
Mr. Stephen Adrian Ross, PEMSEA

The 2014 work plan will be introduced, followed by discussions on scheduling of outputs, trainings, knowledge sharing events and interactions. In addition, the organization and conduct of site visits, data gathering, monitoring and reporting, and other issues related to the development of knowledge management products and services will be discussed.

The targeted outcome is consensus on the scheduling of major activities, outputs and events for the Knowledge Management project that aligns with and supports the planned activities and outputs of the investment and learning projects.

10:30–11:00 Coffee Break

11:00–12:15 *Continuation of KM Work Plan*

12:15–13:30 Lunch

Session 4: Coordinating and Implementing Arrangements

Chair: *Mr. Gerardo Parco, Senior Operations Officer (Environment), The World Bank*

13:30–14:45 Coordinating and Implementing Arrangements
Mr. Jed Saet
IT Specialist

During this session, coordinating and implementing arrangements between the MSP project and the investment and learning projects will be discussed. In addition, knowledge services to be provided by the KM project to the investment and learning projects will be explored.

The targeted outcome of this session is consensus among the project teams on the collaborative planning and implementation process between each active investment and learning project and the Knowledge Management project.

14:45–15:00 Conclusions and recommendations on Coordinating and Implementing Arrangements

Inception Workshop Closing

15:00–15:30 Concluding Remarks
Representatives from World Bank and PEMSEA

ANNEX 2
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(Project: Applying Knowledge Management to Scale up Partnership Investments for Sustainable Development of Large Marine Ecosystems to East Asia and their Coasts)

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