Ears on the ground
The power of spot on community analysis
Far Eastern University
Circles of Leadership Program
21 September 2015
Presented by Janice Ian C. Manlutac

ANNIE RED ABI L. KISETTE MARIE GLENN NORALYRA MIGS ABBI C. ANOT DANTE NAYCO RIZA IPE LAN ABIE JO JANICE BOBBY JUDE JERMAINE JILL MARCIAL CHOI ROCKS SHALI YEHLEN
MIRA TONETTE KALA PAUL EFREN SNEHAL NOEL DANTE
GEMMA JING
GOLDA GING-GING
GAYNOR NASH
ANNIE LORENA
MAY JESSAN



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# Presentation Outline

**"Context Setting"**

- The bigger backdrop
- Where are we now?

**PCVA**

- Perception based needs assessment
- Tools and Approaches

**Predictive Analytics**

- What are the greatest needs?
- What are the opportunities?
- Connecting the dots
- Sensing trends

**Building Resilient Communities**

- Dimensions of Resilience
- **Tips moving forward**

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The context,
our current
reality…

- **Over the past 40 years, disasters in the Philippines cost an average of PhP15-20-B a year**
- **Since 2006, roughly 8.61 million people (or 10.4% of the total population) were affected by disasters annually and this is increasing**
- **As I speak, Philippines is losing 2.4 B pesos a day to traffic!!! - JICA**
- **Filipinos spent an average of 6.3 hours on the internet.**

A common site
during disasters…

Climate change will
exacerbate situations like this

# Weighty issues



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# Power, poverty and inequality

# The Philippines has the highest rate of social inequality in SE Asia



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# How do you scan your territory & assess constituents' needs?

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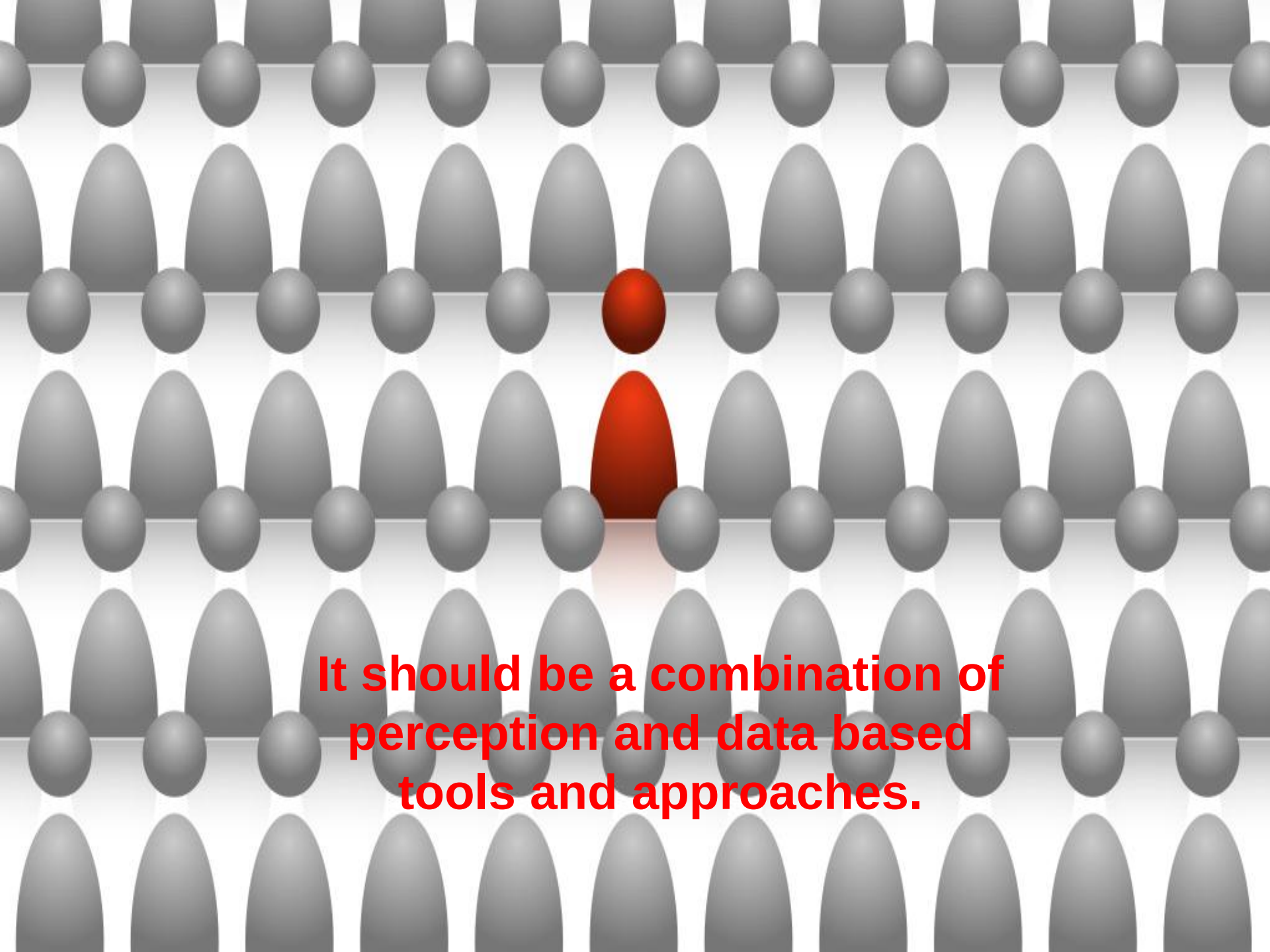
It should be a combination of perception and data based tools and approaches.

# Part 1: Perception Based



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# Participatory Capacity Vulnerability Assessment (PCVA)

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# What is PCVA?

- Developed as a research methodology to assess disaster-prone contexts in Oxfam's program areas in the Philippines.
- Research methodology that is used as an analysis and planning tool as well as a learning process



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# PCVA

***.. a tool for gathering and analyzing information using the Capacity & Vulnerability Analysis Framework***

**Capacity** --characteristics of people & community which can be utilized to achieve agreed goal

**Vulnerability-**long term factors that put people at risk



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# Objectives:

- Help us understand existing capacity & vulnerability of communities
- Identify sensitive long & short-term needs of communities
- Identify possible options to address the needs to aid us in formulating program design

*"**Empower people to share, analyze & enhance their knowledge of their conditions, & to plan, act, monitor, evaluate and reflect"***



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# Process and tools and methodologies

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# 1 Planning and designing the PCVA

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# 2) Secondary Information Gathering: Municipal/Provincial Profiles

# 3) Field Study

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# 3

## Field Study

**Community Profiling:**

- **General Info**
- **Accessibility**
- **Demographic**
- **Economic**
- **Physical Infrastructures**
- **Natural Resources**
- **Climate**
- **Hazards**
- **Peace & Order**
- **List of Organizations**
- **Brgy. Officials**

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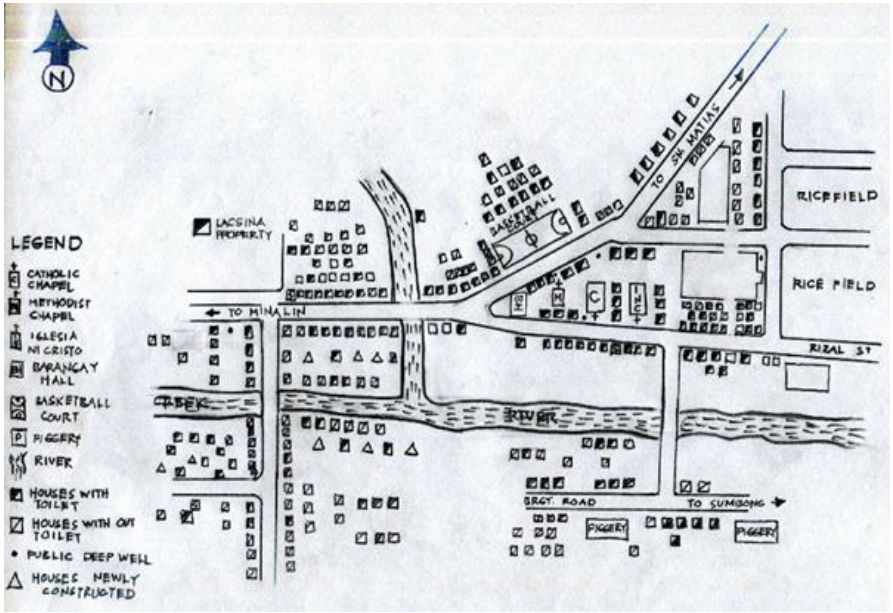
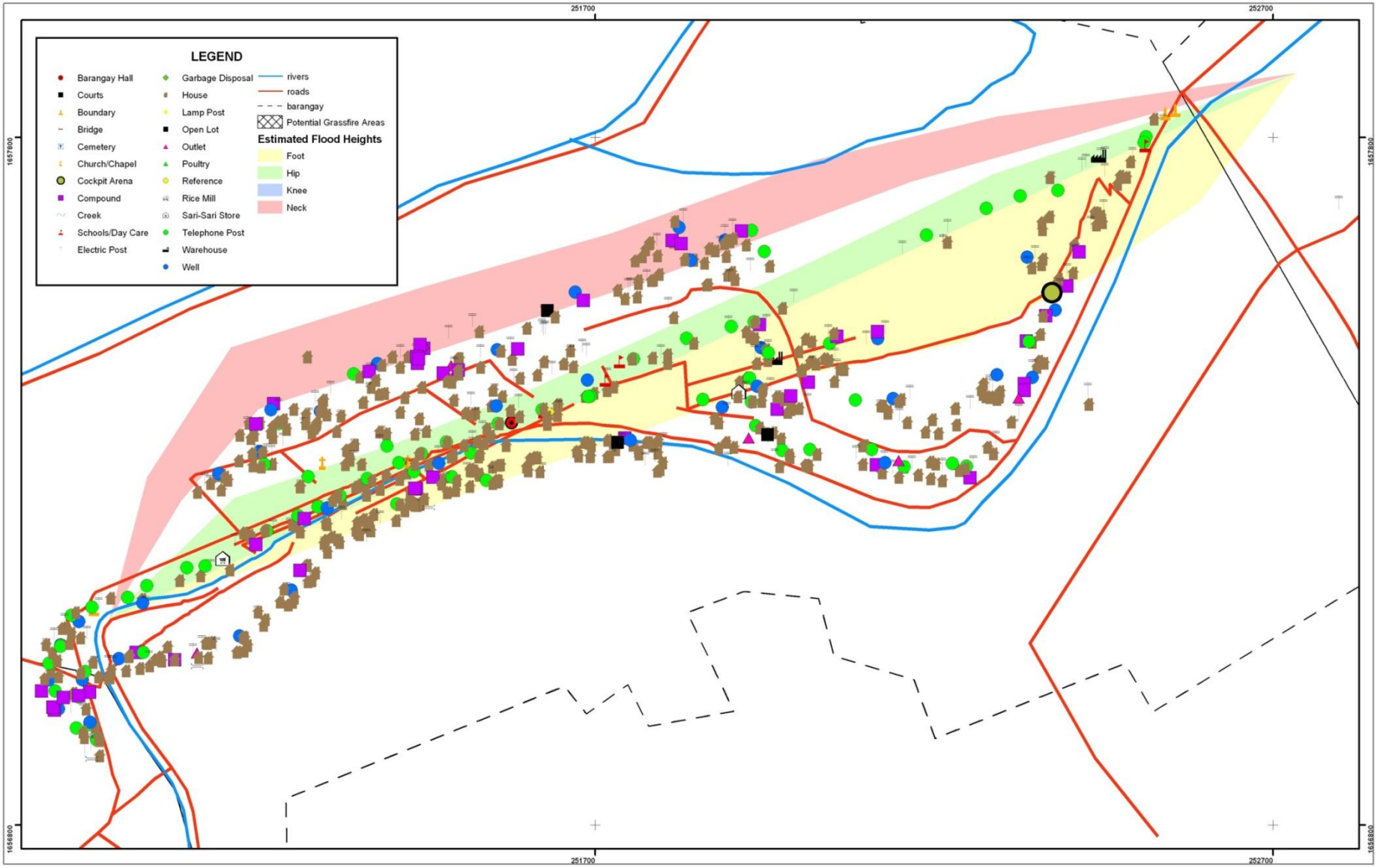
- Resource Mapping
- Hazard Mapping



GPS reading: Coordinates of major resources




Scale 1 : 7,500

0 50 100 200 300 Meters

Universal Transverse Mercator Projection
Datum Luzon 1911 (Clarke 1866 Spheroid)
Source: Field Survey (December 2005 - February 2006)

Risk Map of

# Barangay Santa Rita, Municipality of Minalin

N

**Risk & Resource Mapping Team 2006**

PDRN Personel

1. Adolf T. Pangilinan
2. Romeo T. David
3. Diane Supan Rogo
4. Ricky L. Pintac
5. James L. Aguirre

PDRN Volunteers

1. Davidson Marquez
2. Edgardo Lozano Jr.
3. Jonathan Flores

Minalin Volunteers

GPS Field Survey Team

1. Engr. Baltiberto C. Lavina
2. Rodel Dagdag
3. Paul Magat
4. Eric Garcia
5. Vilaren Flores
6. Manuel Angeles
7. Ken L. Deang

GIS Team

1. Olenda Lagazon
2. John Reyes

Santo Tomas Volunteers

GPS Field Survey Team

1. Ezekiel David
2. Ares O. Manansala
3. Clayford C. Flores
4. Emil Lloyd C. Narciso

GIS Team

1. Juliet Cordero

Aerial Photosurvey Team

1. John Ong
2. Dan Fernandez
3. Benje Orpilla



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- **Focus Group Discussion**
- **Key Informant interviews**
- **Story telling, ranking, seasonal calendar, venn diagram, etc.**



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# 4

**Brgy level consolidation,**

**initial presentation & validation**

# 5

**Overall encoding, consolidation, analysis**



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6

**Presentation, Validation,**

**Identification of options**

***(Municipal & Provincial levels)***

7

**Development Planning**



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# Part 2: Data based needs assessment



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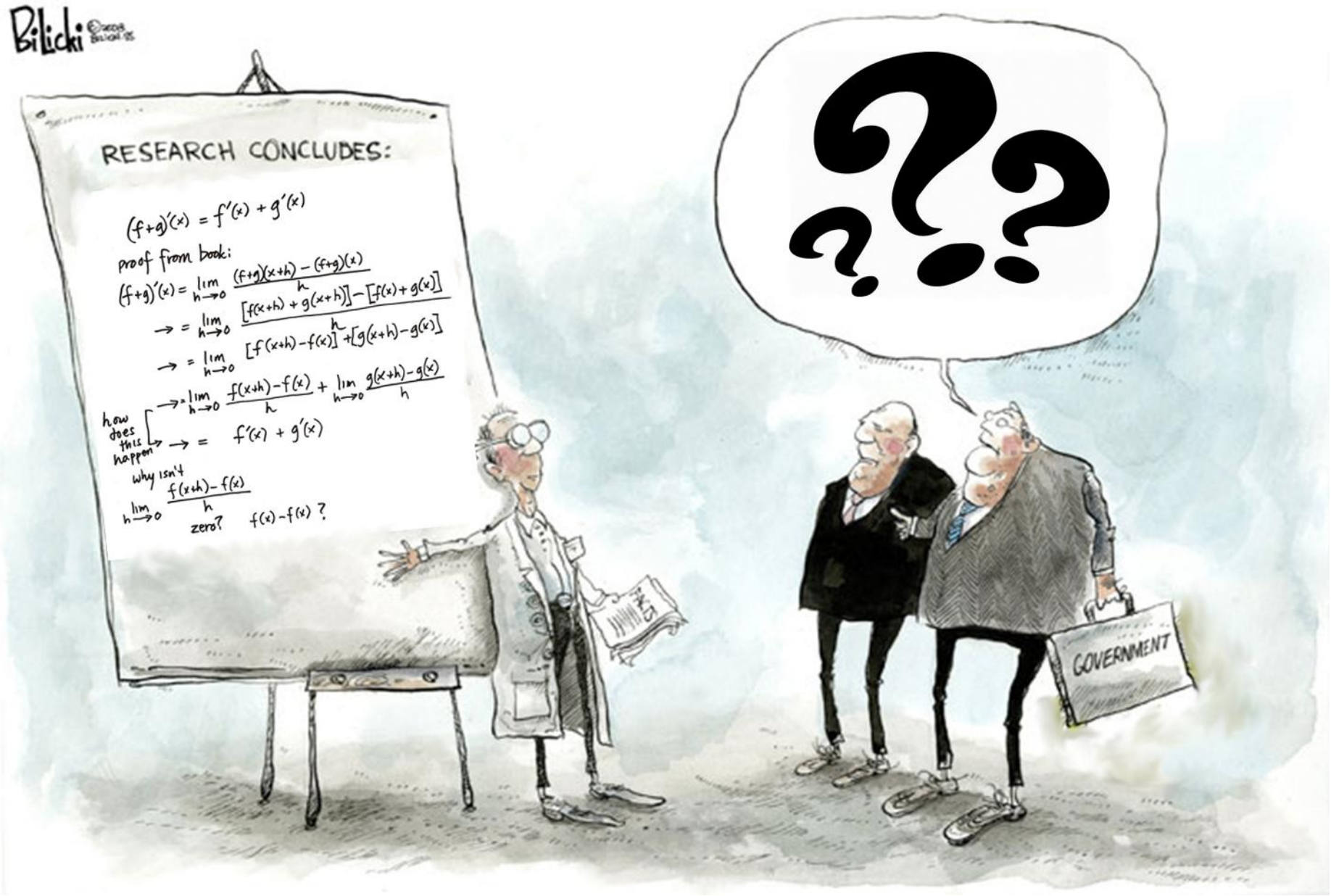
Bilicki
RESEARCH CONCLUDES:
$(f+g)'(x) = f'(x) + g'(x)$
proof from book:
$(f+g)'(x) = \lim_{h\to 0} \frac{(f+g)(x+h) - (f+g)(x)}{h}$
$= \lim_{h\to 0} \frac{[f(x+h)+g(x+h)] - [f(x)+g(x)]}{h}$
$= \lim_{h\to 0} \frac{[f(x+h)-f(x)] + [g(x+h)-g(x)]}{h}$
$= \lim_{h\to 0} \frac{f(x+h)-f(x)}{h} + \lim_{h\to 0} \frac{g(x+h)-g(x)}{h}$
how does this happen
$= f'(x) + g'(x)$
why isn't $\lim_{h\to 0} \frac{f(x+h)-f(x)}{h}$ zero? $f(x)-f(x)$ ?
FACTS
GOVERNMENT

**Predictive analytics** is the practice of extracting information from existing data sets.



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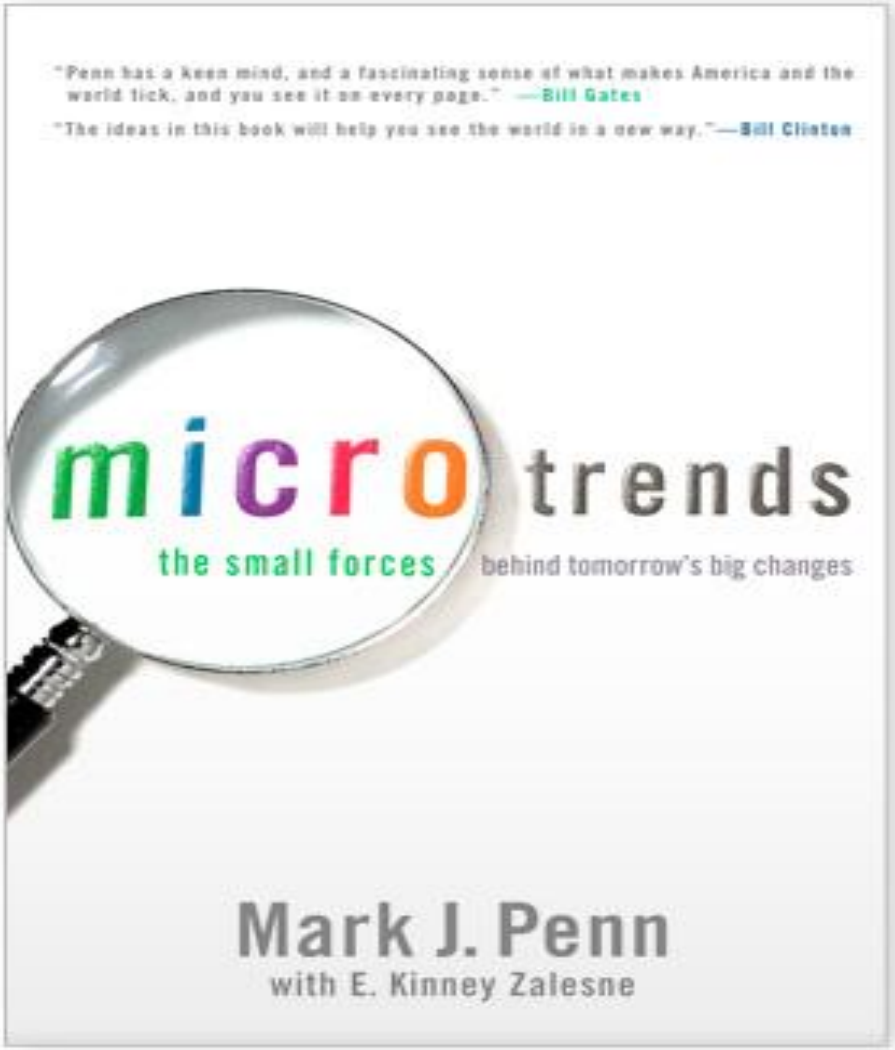
"Penn has a keen mind, and a fascinating sense of what makes America and the world tick, and you see it on every page." —Bill Gates
"The ideas in this book will help you see the world in a new way."—Bill Clinton
micro trends
the small forces behind tomorrow's big changes
Mark J. Penn
with E. Kinney Zalesne



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**Microtrends** talk about how relatively small patterns of behavior in our culture can wield influence on a global scale.



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**By focusing only on the major trends that reach “tipping point,” most observers are missing the small trends with vast potential impact on society.- Mark Penn**



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# How can understanding of microtrends help us in building resilient communities?



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# Sweep of new choices & opportunities

1. Resilience challenges/opportunities in resource constraint environments—what can FEU students do?
2. Digital explosion that we have seen in Asia
3. Resilient products and services
4. Rise of young ‘resilient” social entrepreneurs
5. Crowdsourcing to crowdfunding
6. **Active private sector (3 of 10 largest malls in the world (Forbes)**
7. **Appetite for innovation – risk transfer e.g. micro insuranc**



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# More mixed media

Each channel — from the Web, mobile, and social sites to radio, TV, and print — has its own requirements, audience appeal, and economics, needing specialized attention. But at the same time, our influencing need to be closely coordinated for effective messaging.



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# What kind of communities do we want?



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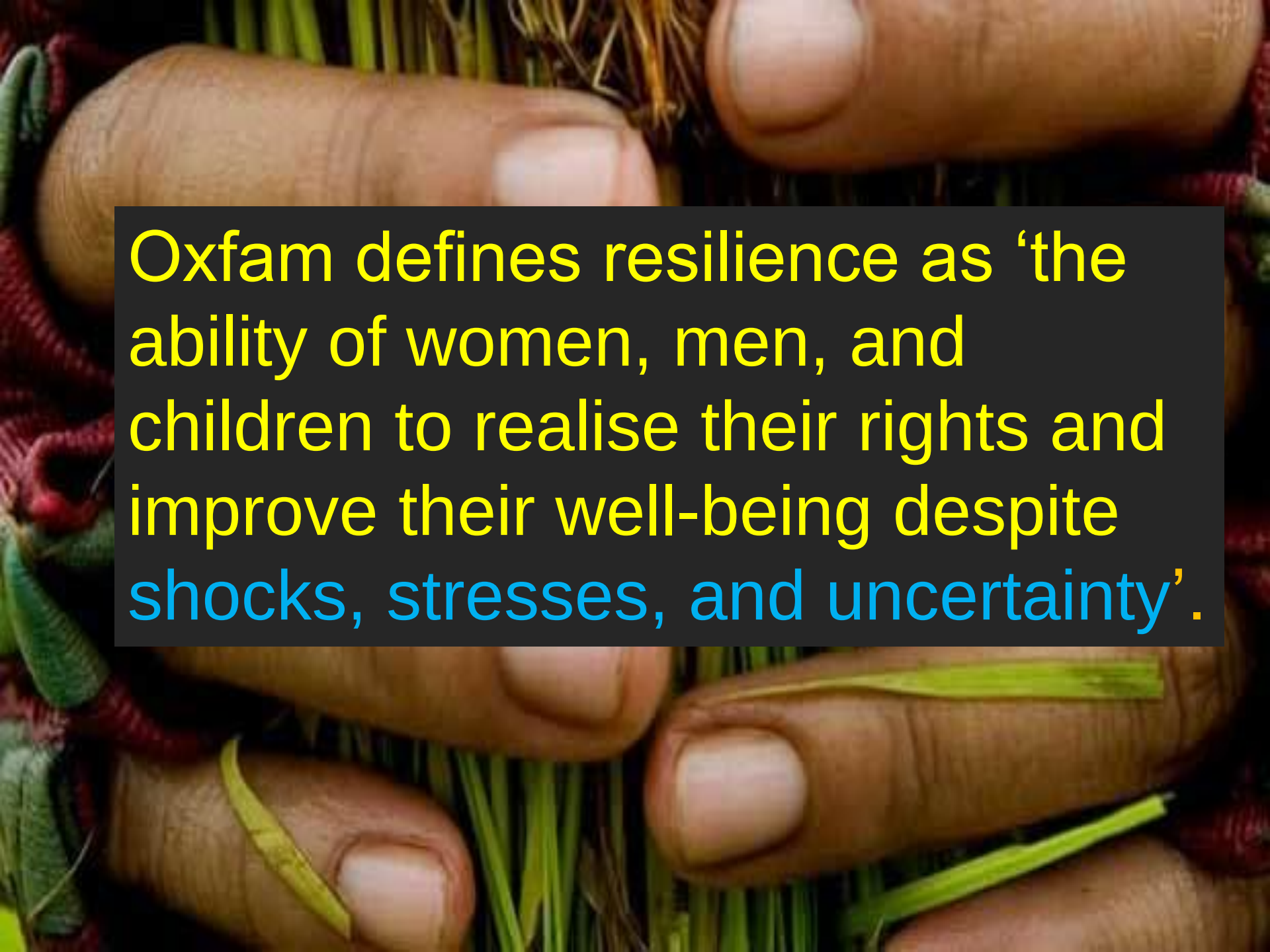
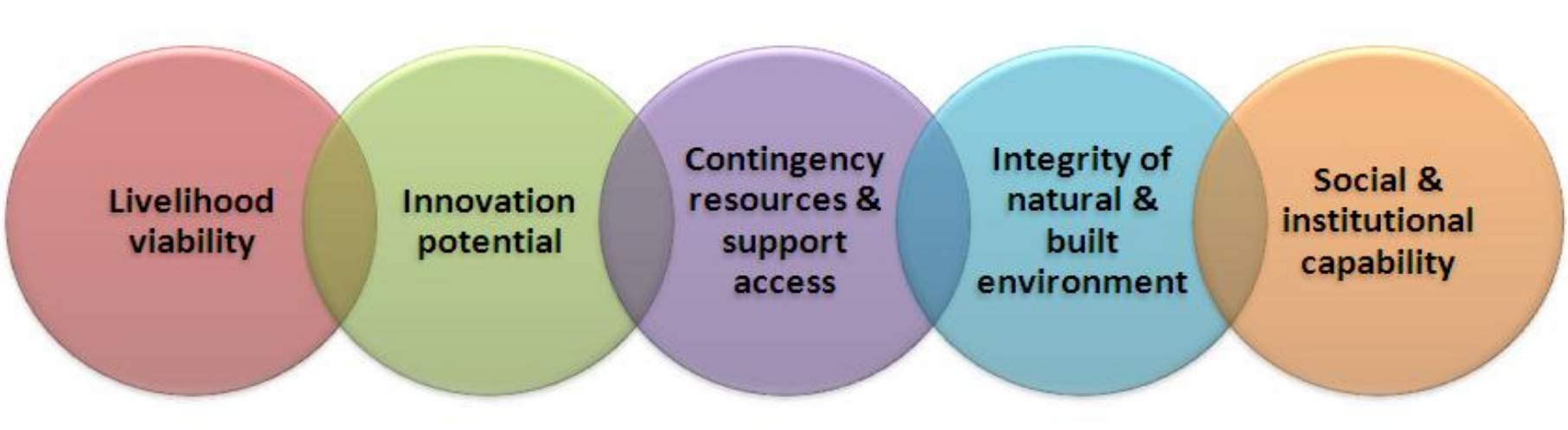

Oxfam defines resilience as ‘the ability of women, men, and children to realise their rights and improve their well-being despite shocks, stresses, and uncertainty’.

# Key Dimensions of Resilience

**What is needed to reduce risk and support positive adaptation to emerging trends and uncertainty?**




***Extent livelihood strategies can thrive in spite of shocks, stresses, and uncertainty***

***Ability to take appropriate risks and positively adjust to change***

***Access to back up resources and appropriate assistance in times of crisis***

***Health of local ecosystems, soundness of natural resource management practices, and robustness of essential physical infrastructure***

***Extent formal & informal institutions are able to reduce risk, support positive adaptation, and ensure equitable access to essential services in times of shock/stress.***

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# Connect the dots

**Communities'** perception of their needs & opportunities

**What** trends are happening outside the communities

**Best course of Action to take?**



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**PCVA + Predictive Analytics = better analysis = better planning and programming =better use of resources = more people impacted on the ground**



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# Return of investment...

# Examples of concrete gains:

1. By doing PCVA, Angono municipality realised the disparity between investments and tax paid by mining operators vis a vis social capital and public expenditure costs
2. Laguna was able to prioritize risk reduction and since then, have not asked assistance from Oxfam in times of emergencies. In fact, they now assist other provinces.
3. For every Php 15,000 we spent on a *baranggay* for PCVA, there was at least a savings of Php 100,000. Of course saved lives cannot be monetized.
4. Oxfam-VISA project--Scale up and build up models for leveraging
5. More importantly, a community knowledgeable on applied research can now engage with power holders and be part of the planning and budgeting process.



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# Whew, this is my last slide! Wake up!



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# Thank you!