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QUARTERLY REPORT
ON
THE "ROOTS OF DEVELOPMENT" PROGRAM
COOPERATIVE AGREEMENT NO. PDC-0230-G-00-1060-00

January 21, 1994

Submitted to the
U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

by the
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"Roots of Development" Program
Cooperative Agreement No. PDC-0830-G-00-1060-00
Quarterly Report
September 15 - December 14, 1993

A. Summary

The overall goal of this three-year project is to help raise awareness among Filipino-Americans about critical development issues in the Philippines and other third world countries and to adapt this development education model to another Asian-American group. As outlined in the workplan, two goals were specified for this quarter:

1. to prepare for and conduct a development education workshop in San Francisco in November, 1994;
2. to produce a preliminary study kit module on population and the environment.

The first objective was successfully attained. Over 200 people attended the symposium, entitled "**Kilusang Pilipino**¹: Bridging Communities, Linking Resources," which was held on November 6, 1993 at California State University-Hayward. A notable feature of the symposium was the active participation of the community in the preparation of the whole day affair, which included plenary sessions, workshops, a book exhibit, and cultural presentations. Twenty-one people belonging to diverse professional and community groups helped organize the event. Among the major results of the symposium is the formation of a network, called "**Kilusang Pilipino**," that will serve as a clearinghouse of information and an educational instrument.

With respect to the second objective, positive feedback has been received on the format and content of the development education materials. Offers to help in the project have been extended from members of the community.

There were three other notable accomplishments during this quarter of the program. One is the inclusion of an article on the Roots of Development project in a special magazine that was distributed in the Philippines and in the U.S. on the occasion of the November U.S. visit of Philippine President Ramos. Two is the completion of a survey of Filipino-Americans regarding their attitudes toward supporting development efforts in the Philippines. Three is an agreement between IIRR and the Science and Technology Advisory Council of New York (STAC-NY) to collaborate on a joint conference in June 1994.

¹"Filipino movement."

B. Workshops

1. The fourth Roots of Development workshop, entitled "*Kilusang Pilipino*²: Bridging Communities, Linking Resources," was held on November 6, 1993 at California State University-Hayward. A notable feature of the symposium--and a key to its success--was the active and enthusiastic participation of the community in the planning and preparation of the whole day affair, which included plenary sessions, workshops, a book exhibit, and cultural presentations. Twenty-one people belonging to diverse professional and community groups spent considerable time and effort in organizing, publicizing and conducting the symposium. (See Appendix I for newspaper clippings on the event.) In addition, 20 students from the Olone College Filipino-American Student Association (OCFASA) volunteered to help with the logistics of the affair. In terms of financial support, aside from USAID funds, donations were given by the Asian Foundation for Community Development (AFCD), the Asian American Information Institute (AAIL), and AT&T.

Over 200 people attended the **Kilusang Pilipino** forum, which featured prominent Philippine-based speakers (see Appendix II for the symposium packet, which contains the program and the biographical notes on the speakers). Philippine Undersecretary of Foreign Affairs Federico Macaranas could not attend, but sent a copy of his paper, which was included in the packet. He also sent a representative to attend the symposium.

The four main speakers addressed critical issues relating to sustainable development in the Philippines and placed these in the global context. For example, Maximo "Junie" Kalaw, president of the Green Forum and Haribon and co-chair of the International NGO Forum that was held in June 1992 in Rio de Janeiro, gave a broad overview of sustainable development "in the context of a global concern that has been brought up by the environmental movement, which was started inter-nationally in 1972 with the Stockholm Conference on Environment and Development." He touched on various aspects pertaining to sustainable development: self-reliance, democratic participation, civil society, the ecosystem, indigenous people's culture, social and gender equity, and ecological economics.

Elizabeth Protacio-Marcelino, co-founder of the Children's Rehabilitation Center (Philippines), and the 1992 recipient of the Lisl and Leo Eitingger Award for Human

²"Filipino movement."

Rights given in Oslo, Norway, passionately and authoritatively presented the case of the crisis of children in today's world: "Every year, 40 million children under the age of five die in developing countries, not in a drought or in a famine year, but in an ordinary, normal year. Everyone has thought of the environmental and the population crisis, and most people are worried about the debt crisis, but who ever speaks of the children's crisis?"

The high calibre and grassroots-orientation of the speakers elicited positive feedback from the audience. As one participant commented: "The information relayed by [the] speakers was quite enlightening, their comments promoted stimulating thought, a fuel for brainstorming." Another wrote to "express [her] deep appreciation for the inspired conference brought together by **Kilusang Pilipino**....I hope I can help support your vision for the future." (See Appendix III for a sample of the evaluations of the workshop as well as letters from the participants.)

Another factor that contributed to the success of the symposium was the participatory approach employed in the afternoon workshops. Instead of the traditional method of having resource persons give prepared presentations followed by discussions among the participants, the specific topics that were discussed were determined by the participants themselves. There were resource persons, but they were treated just like the other participants. The four main workshop topics--environment, health and education, microenterprises and technology transfer, and self-government and empowerment--served as reference points.

Aside from the workshop recommendations (see Appendix IV), the symposium resulted in the reactivation of the San Francisco-based Philippine Environmental Support Network (PESN) which was able to recruit new members at the workshop. Another important outcome: The local organizing committee, with additional people from the conference, is continuing the **Kilusang Pilipino** as a network that will serve as: (1) a clearinghouse of information for both Stateside and Philippine communities and (2) an educational/outreach instrument working in collaboration with local and Philippine communities. The network already has an ongoing newsletter, entitled "Ang Kilusan Pilipino." Its members met on December 5 with Mr. Conrado Navarro, Executive Vice-President of IIRR, to discuss follow-up activities. (See Appendix V for a newsclipping on this meeting.)

Although the lessons from the Roots of Development project thus far still need to be sorted out, the indications are that one key factor in a successful

development education model is the community's participation. The community's active participation has to be built into a development education program in order to make it relevant and meaningful to its audience. Although this approach is very time-consuming and requires considerable attention being given to the bumpy process of community organizing, the impact has a greater chance of being sustainable than a model that simply develops "messages" that are then presented to the public.

C. Materials Production

1. Instead of producing educational materials on Philippine development issues in the format of a kit or of a booklet, the possibility of producing it as a special magazine edition is being explored. Contacts are being made with magazines that are circulated in the Filipino-American community, as well as the larger American public, to pursue this option.

Some of the possible topics that are being considered for inclusion in the magazine are:

- Introduction: "Roots of Development"
- a. Profile of the Filipino American
 - b. Domestic and Philippine Issues: A False Dichotomy?
 - c. Summer in the Philippines:
 - View from a Filipino American Youth
 - d. Letter to Filipino-Americans from a Filipino Youth
 - e. The Philippines: **May Pag-Asa Pa Ba?**
("Is there still hope?")
 - the race to be a newly industrialized country (NIC) by the year 2000
 - nongovernmental organizations (NGOs) as dynamic force for development
 - f. Philippine Indigenous Values:
A key to Sustainable Development?
 - g. Saving the Environment, Saving our Heritage
 - h. Population Issue
 - Interview with Dr. Juan Flavier
 - Interview with a Church Representative
 - i. Battling AIDS (Acquired Immune Deficiency Syndrome)
 - High rate of Aids among Filipinos in the U.S.
 - Growing incidence of Aids in the Philippines
 - j. Success Stories
 - Domestic
 - Philippines
 - k. **Kilusang Pilipino** (Philippine Movement):
Bridging Communities & Linking Resources
 - l. Options for Getting Involved
 - Brief profiles of groups involved in supporting development efforts in the

Philippines and also of groups addressing
Filipino American domestic issues

m. List of Resources (educational materials)

Feedback from people in the Filipino-American community and from development educators regarding using this approach has been positive. The consensus is that articles contained in a magazine have a better chance of being read, compared with information contained in the format of a development education kit or a booklet.

To have maximum impact, some of the articles can be serialized in a widely-circulated Filipino newspaper. In an informal interview survey of Filipino-Americans who attended a community reception at Jacob Javits Center in New York on November 14, 1994 for then visiting Philippine President Ramos, 53% of the respondents indicated that the newspaper is their most important source of information about the Philippines. Second in importance (46%) are letters from friends and relatives. The interview survey was conducted in person by IIRR staff. Also to be noted is the fact that the total number of respondents was only 147 and is not a representative sample of the Filipino-American community.

Bearing in mind the limitations of the survey, it nonetheless provides some useful information that can help in developing educational materials. Among the findings:

1. Most of the respondents identified "lack of economic growth" (48%) and "graft and corruption" (42%) as the most important problems facing the Philippines today. "High population growth" and "destruction of the environment" were each mentioned by about 20% of the respondents.
2. Almost all of the respondents (96%) indicated that it was important to help the Philippines develop and over 70% reported actually being involved in helping their homeland. About 45% reported helping their relatives-- about the same percentage as those saying they assisted community projects.
3. A majority (66%) cited "concern for others" as their motivation for helping. This was followed by "patriotism" ((27%) and "business opportunities" (8%).
4. Of those who were not involved in assisting the Philippines, the factor most often cited (15%) as discouraging them from helping was the "problem of accountability; don't know where the assistance goes."

(See Appendix VI for the summary results of the survey.)

D. Networking

1. IIRR shared a display table with the Science and Technology Advisory Council of New York (STAC-NY) at the Filipino-American community reception for Philippine President Ramos during his visit to New York on June 14, 1994. Aside from taking advantage of this opportunity to disseminate information about the Roots of Development project, the occasion was used to interview Filipino-Americans about their awareness about problems in the Philippines and their attitudes toward helping their home country--the results are summarized in the previous section of this report.

Special magazine article on the Roots of Development project

An article on the Roots of Development project, written by IIRR's new president, John Rigby, appeared in a special magazine that was published by the Philippine Government on the occasion of the U.S. visit of Philippine President Fidel Ramos (see Appendix VII). The magazine, entitled Transitions, contains articles on Philippine-U.S. relations written by prominent Filipinos, Filipino Americans and Americans. It was released to the Philippine media before Ramos left for the U.S. and distributed in the U.S. after his visit.

2. **Mabuhay**, a Filipino American community group in Washington, D.C., is launching a youth exposure program beginning this summer. The project, according to Mencie Hairston, the head of the organization, is a direct offshoot of IIRR's Roots of Development workshop that was held in Washington, D.C. in October, 1992. A youth exposure program was one of the recommendations that came out of the workshop. **Mabuhay** is exploring how to collaborate with IIRR and other organizations to implement this project.
3. IIRR and Science and Technology Advisory Council of New York (STAC-NY) have agreed to conduct a joint conference on June 17-19, 1994 at Fordham University, New York. The conference, whose working title is "**Ugnayan** ["linking"] 2000: Linking Overseas Filipinos with Philippine Sustainable Development," represents the first international conference of the various STACS across the U.S. and in Europe and at the same time IIRR's Roots of Development national conference. At the moment, the other co-sponsors of the conference include Asia Society and AT&T.

F. Financial Report

The financial report of the project covering the period September 15 - December 14, 1993 follows:

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January 21, 1994

Mr. David Watson
Acting Development Education Coordinator
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Dear David,

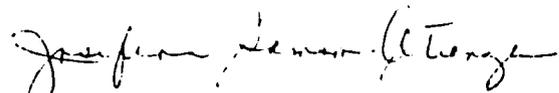
We are pleased to submit the enclosed quarterly report, covering the period September 14 - December 15, 1993, for the "Roots of Development" Project.

I am sorry for the delay in submitting this report. There were some developments that we wanted to include in the report. One is the scheduling on June 17-19, 1994 of an international conference which we are doing together with the Science and Technology Advisory Council, an international network consisting of Filipino expatriate professionals and scientists. Another is the launching of a youth exposure program by a local group in Washington, D.C.--this project is a direct result of the workshop we held there last October. We were also waiting for a copy of a special magazine article on the Roots of Development project. The magazine was distributed in the Philippines and in the U.S. on the occasion of the U.S. visit of Philippine President Ramos last November.

The highlight of the report is the completion of the November 6 symposium at California State University-Hayward and, out of this, the formation of a network of dedicated Filipino-Americans who are interested in continuing an education program of their own. They already have a newsletter and are considering follow-up activities. Their active involvement in the planning and preparation of the symposium has undoubtedly helped in generating their enthusiasm.

Thank you for your continuing support and advice. Warm regards.

Sincerely,



Josefina Samson-Atienza
Project Director
Roots of Development

Enclosure