

Getting People Involved in Dugong Conservation through Social Media

C3 Philippines Experience



Our Vision :

A planet where future generations live in harmony with their natural environment

Our Mission:

To develop conservation efforts worldwide by building the capacity of local individuals and institutions through grass-roots research and training initiatives



C3 History

- C3 started in Palau on Earth Day (22 April) in 2002
- Co-founded by 1 British scientist and 2 Palauans
 - To bridge scientist – local community gap
 - Channel most funds into groundwork projects
- Started as a voluntary part-time organisation with a few local and foreign volunteers



C3 PROGRAMMES:

Madagascar and Indian Ocean Islands

- +Diego Suarez Field Office
- +Comoros Field Office
- +Antananarivo Regional Office

Fiji and South Pacific Islands

- +Kia Field Office
- +Suva Regional Office

Philippines and Micronesia

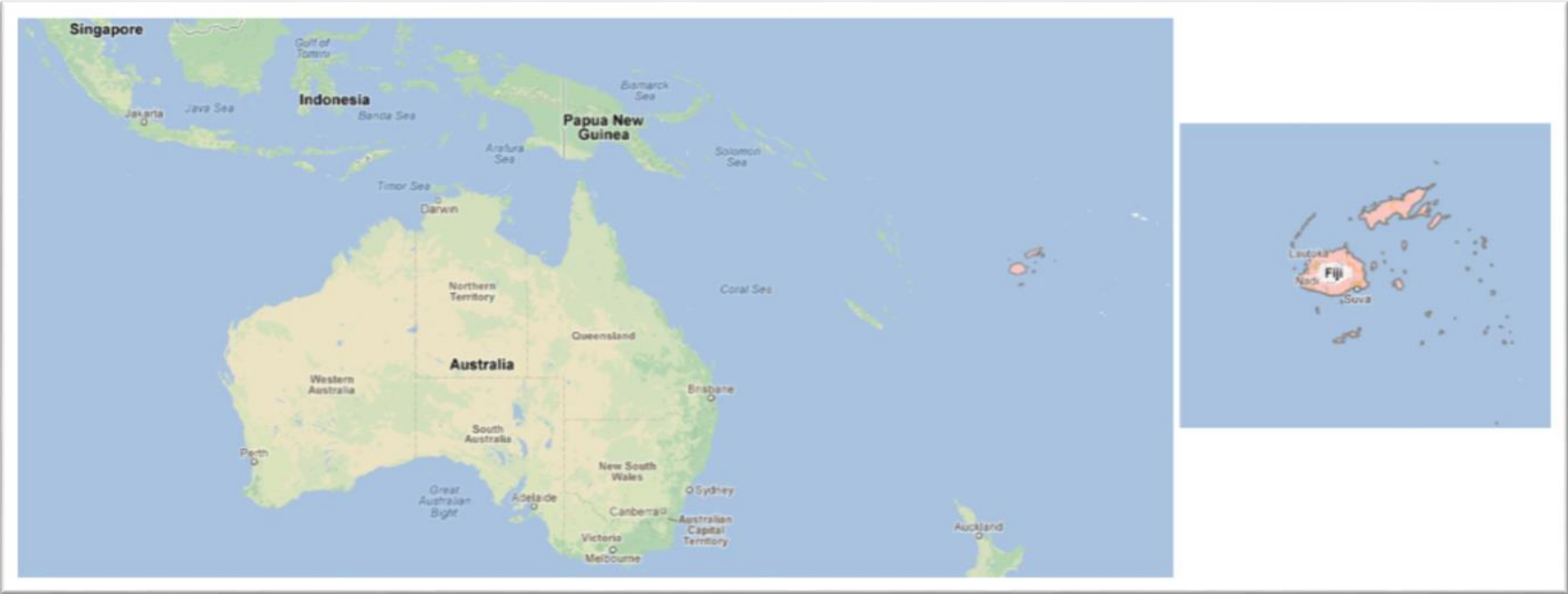
- +Busuanga, Palawan Field Office
- +Manila Regional Office



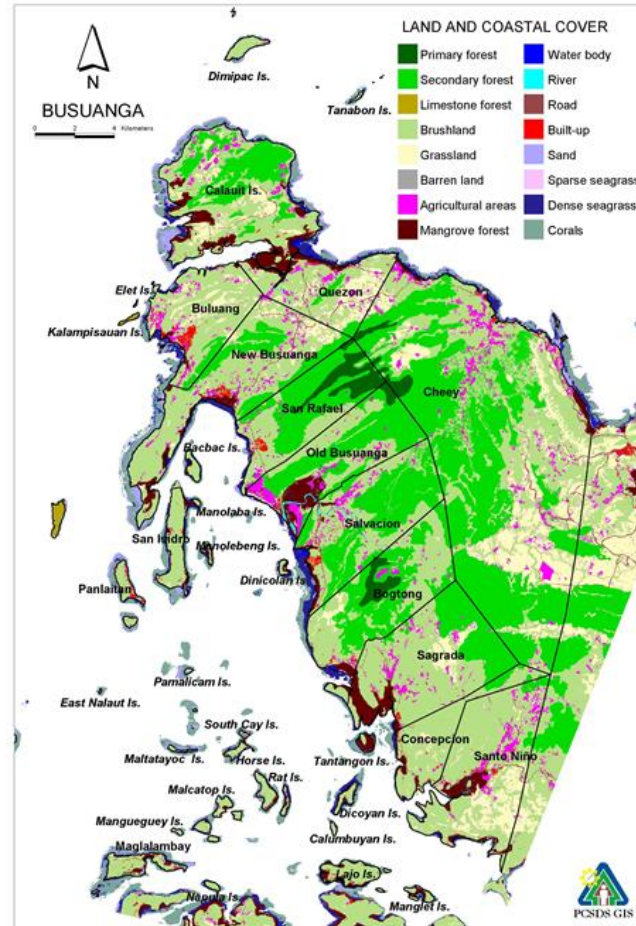
C3 Madagascar



C3 Fiji



C3 Philippines



How Social Media helps in Dugong Conservation Programme



C3 Facebook and Twitter

- 4,770 + likes
- 4,600 + followers
- Minimum of 2-3 likes every week



- Maintain minimum of 36 posts every month (12 post per programme)
- Promote on the ground activities



The Role of Social Media

- Building awareness on C3 Programme and Advocacies
- Growing C3's influence by cost-effectively acquiring new supporters, donors and volunteers
- Harnessing the passion of active supporters by empowering them to promote C3's programme – dugong conservation
- Gain new contacts, markets and networks



Some Successes of C3 Philippines

Dugong Dolls – Donations and Awareness Funds

- Started October 2015 until now, total funds accumulated more than Php 50,000 net (1,000 US\$)
- Continuous marketing of dugong dolls and product development --- suggestions and inputs from partners and buyers
- The women organization continue to sew dugong dolls



*not just a
Dugong doll*

Everytime you buy this doll



... You help us protect the dugongs

... You put food in our table

... You send our children to school

Busuanga Women for Dugong

with support from:





Equipment Donations



AQUAMUNDO
ENGINEERED FOR WATER



PROTECT AND SAVE THE DUGONGS



AND THEIR SEAGRASS HABITATS



Halodule spp.



Halophila spp.



Cymodocea spp.



Syringodium isoetifolium



Thalassia hemprichii



Halophila spinulosa

DUGONG-PREFERRED SEAGRASS SPECIES



The dugong is a marine mammal, considered as a megaherbivore by virtue of its large size and substantial amount of seagrass that it has to eat to survive on a daily basis.

The dugong range of distributions is Indo-Pacific region, including the Philippines. This map of the Philippines shows its range of distribution, including where these animals have stranded or have been trapped in fish corrals (after Aragones 2012, 2015; Aragones et al. unpublished data).

The number of remaining dugongs in the Philippine archipelago is unknown and the population is on a decline, just like most of the other dugong populations in the rest of its range. The major threats to Philippine dugongs include habitat (i.e. seagrass beds) loss and degradation, direct and indirect takes, and pollution.

All of these are effects of an exponentially growing human population. Some of the basic issues associated with dugong habitat loss and degradation include unplanned coastal development, coastal erosion, increasing sedimentation and eutrophication.

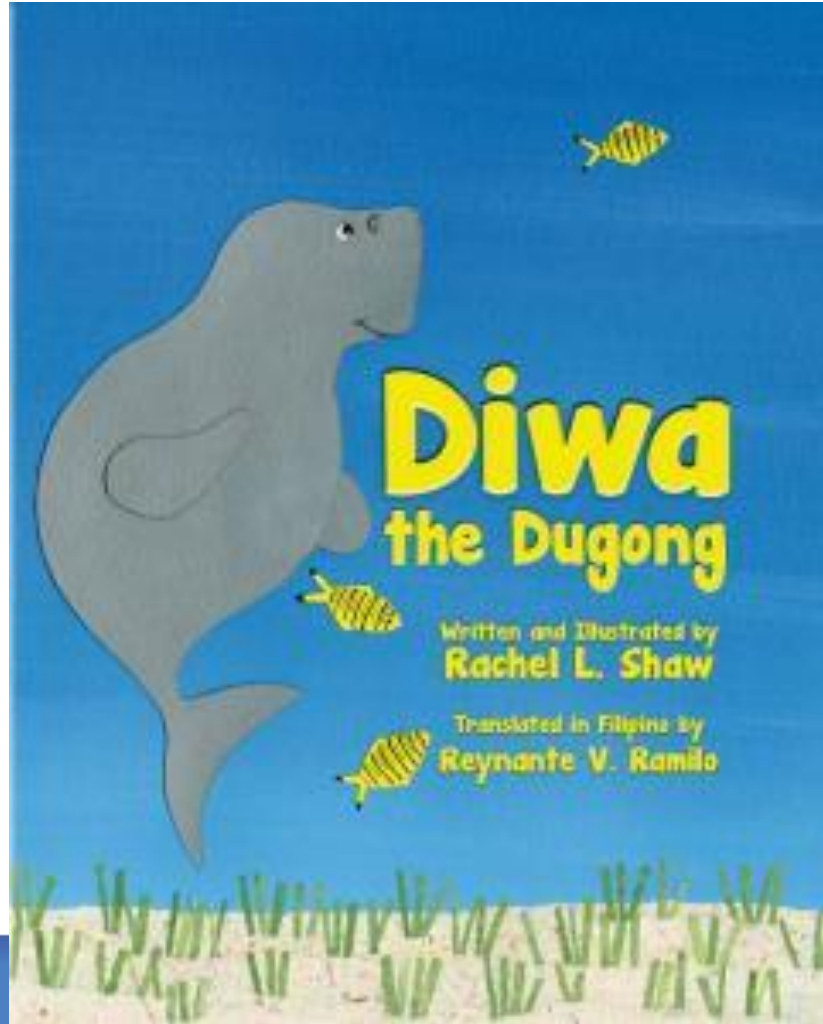
The dugongs prefer seagrasses since they are bottom feeders. Meaning they cannot grab floating seagrass blades or even whole seagrass plants if they are in the water column. The seagrasses they often prefer are *Halophila* spp., *Halodule* spp., *Cymodocea* spp., *Thalassia* and *Syringodium* (see drawings). Most often their grazing produces serpentine like feeding trails in seagrass beds. The role of dugongs is a function of their grazing impact which has the capacity to act as natural driver for alteration of nutritional quality and species composition of the seagrass communities.

Text and Map courtesy of Aragones et al., unpublished data. Stranding data inclusion map is limited from 2002 to 2015 only.

For more details please email: info@o-3.org.ph | laragones@o-3.org.ph



“Diwa the Dugong”



Funding and Corporate Donations



Globe



ATENEO DE MANILA
UNIVERSITY



Smart



ABS-CBN



Funding Institutions (2016-2018)

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Activité réalisée avec l'appui du
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Canada 



USAID
FROM THE AMERICAN PEOPLE



SGP The GEF
Small Grants
Programme



Empowered lives.
Resilient nations.



What works well?

- Research the profile of the org/people who like the post
- Allot time to read and comment and answer queries
- Communicate or send message to potential donors collaborators who like or share the posts
- Start individual promotion of C3 works and relate to her/his/their advocacies start exploring potentials
- Give the opportunity to be involved
- Make a good story , always excite the readers
- Give credit to the Donors and partners every post
- Meet face to face with donors/partners





Thank you!

