

Young Champions Workshop Guam 2008

Date: Dec 15th – Dec 20th, 2008

Location: Santa Fe Hotel, Guam

Purpose: To follow up on the skills learned during the August workshop, to review and reinforce project management skills, and to develop solid campaign plans for January to June of 2009.

Introduction: From August to December, the MC Interns had the opportunity to hold awareness and outreach events in their individual communities. Each intern demonstrated a genuine desire to make their activities as influential and interesting as possible. There were many successes, but there were also many opportunities for change and growth. The goal of this workshop was to provide new skills for advocacy campaigns, to ensure that activities are well run, and that interns feel they have the skill sets and support they need to be successful. Seven interns attended the workshop, as the eight was busy with other work commitments. Two interns had to leave the program between August and December to focus on other commitments.

Objectives:

The goal of the workshop was to help the interns develop skills essential to project development and management, while providing time to brainstorm and develop creative campaigns to implement on their respective islands. All five objectives of the workshop were met. These were:

1. To improve leadership and organizational skills
2. To review developments in the Micronesia Challenge
3. To develop an MC Awareness Campaign with interns, and create an implementation “toolkit”
4. To develop SMART goals with the interns
5. To improve basic knowledge of biodiversity and conservation skills

The Workshop:

On Day One, Patrick Wolff of Inafa Maolek Mediation Centre held an interactive three-hour training in the basics of conflict resolution. These concepts were then applied to environmental dispute resolution, an area of great importance to the interns. The training gave interns tools to handle negative attitudes and aggressive citizens opposed to the ideas they are promoting.

In the afternoon on Day One, Trina Leberer of The Nature Conservancy gave a presentation on the current status of the Micronesia Challenge, and explained updates on the Sustainable Finance Plans and Protected Areas that have been established. This overview provided interns with a stronger grounding in their field, and a better



understanding of how they fit into the plans for the Micronesia Challenge Initiative.

On Day Two, the group took some time to focus on the personal side of things. They began with a visioning exercise, thinking about the ideal life they would like in 10, 20, and 50 years. Having created an ideal life's work, the interns reviewed the process of S.M.A.R.T. goal setting, and set personal and professional goals for themselves.

In the afternoon, the group went to "Underwater World" for a tour of the aquatic life around Guam. The group walked through the underwater "tube" to see giant sharks, rays, and every imaginable color of fish floating above us! The interns were awed all over again by the biodiversity that exists around Micronesia, and being up close and personal with "?" sharks made them renew their commitment to conservation.

Day Three began with an overview of Social Marketing Principles, and how to apply them to local campaigns. The interns learned about how to use Commitment, Prompts and Norms as ways to enforce positive behavior change. As an example of effective social marketing, Cheryl Calastro, RARE Campaign Manager for Guam, presented her "Go Native" Campaign to the interns.

After lunch we delved into the key areas of project management. Interns learned how to write SMART objectives for their campaigns, "Manage by Calendar" to ensure that they would be able to keep up with all their responsibilities, and create a realistic budget for their upcoming projects.

Thursday morning was an in depth lesson in Media Tools for Advocacy. We covered the basics of writing Press Releases, Op-Ed's, and Articles and also practiced interviewing to get good quotes for promotional pieces. The afternoon provided a chance for interns to begin their six-month campaign plans, to be completed between January and June of 2009. The interns were required to write out their objectives, activity plans, key messages, timelines, measures, and budgets. They each had a chance to bounce their ideas off one another, and work with the intern coordinator to fine tune their logistics.

Trina Leberer joined the group again on Friday morning to provide a tutorial on Miradi, an environmental project planning software used by The Nature Conservancy, The World Wide Fund for Nature, Conservation International, Rare, and other NGOs. Mrs. Leberer provided a copy of the program to all the interns, who will now be able to use it to plan their own endeavors.

The remainder of the final day was spent completing the six-month campaign plan, hashing out details and confirming the feasibility of each idea.

Before the workshop, interns were asked to prepare 10-15 minute presentations to update the group on the work they have been doing since August. The presentations were given throughout the week, and interns shared many success stories along with some great visuals. Not only did this provide inspiration among the interns, but it also helped them practice their public speaking skills.



Looking forward to 2009:

At the end of the workshop, each intern was equipped with the basics of a six-month plan, and the skills to implement it. Each intern will hold two awareness activities on a chosen theme, with the support of the intern coordinator and their local focal points and organizations. Stay tuned for updates on the great activities to come! We would like to extend a thank you to our guest speakers and trainers: Pat Wolff, Trina Leberer and Cheryl Calastro. A big thank you as well to our funders, the Australian Embassy and the Department of the Interior, without whom this workshop would not have been possible.

The interns in attendance at the workshop:

Shelley Remengesau of Palau

Josephine Joseph of Chuuk, FSM

Isumech Ngirairlikl of Palau

Susan Gooliyan of Yap, FSM

Elijah Tarofalml of Yap, FSM

Ann Marie Gawel of Guam

Joe Lomae of Majuro, RMI

COSTS

Total Cost for Workshop: \$13,061.59

Item	Cost	Budget
Flights to Guam	\$4,888.34	PIMPAC II
Hotel	\$2,910.28	PIMPAC II
Per Diems	\$2,800	PIMPAC II
Insurance	\$105	PIMPAC II
Departure Fees	\$50	PIMPAC II
Car Rental and Gas	\$300	PIMPAC II
Shuttle	\$100	PIMPAC II
Total	\$11,153.62	PIMPAC II

Item	Cost	Budget
Underwater World Trip	\$93	AusAid DAP
Materials	\$124.97	AusAid DAP
Inafa Maolek Training	\$700	AusAid DAP
Printing	\$990	AusAid DAP
Total	\$1,907.97	AusAid DAP

Remaining funds from the \$3455 AusAid DAP Grant will be used to purchase further materials for Intern Marketing ToolKits (such as hats and canvas bags with the new MC Logo).