Social Mobilization Strategy Towards Positive Regulatory Outcome for Golden Rice (GR2E) Field Trial Application in the Philippines

Presenter:
Ronan G. Zagado, PhD
Head, Development Communication Division & Healthier Rice Project Comm & Stakeholder Lead
Philippine Rice Research Institute (PhilRice)
Science City of Munoz, Nueva Ecija, Philippines
Email: rg.zagado@philrice.gov.ph
The Philippines

- POPULATION: 108M Filipinos
- LAND AREA: 300,000km²; 47% of which are agricultural land
- RICE AREA: 4.8M hectares (area harvest: 3.29M are irrigated; 1.51M, non-irrigated (rainfed & upland)
- FARMERS: 2.9M rice farmers and farm workers
- RICE CONSUMPTION: 13.4M metric tons rice consumption (109.5kg/year consumption per capita)
- VAD is a persistent public health problem in the Philippines. Despite years of government efforts to curb VAD, its occurrence continues to increase from 15.2% in 2008 to 20.4% in 2013.
Golden Rice

• A new type of rice that contains **beta carotene**, which is converted into vitamin A as needed by the body and gives the grain its golden color.

• A potential **complementary** intervention to address VAD

• Developed through **genetic engineering** and can be grown just like ordinary rice (inbred).
GR Field Trial Application

• The application was applied on Feb 28, 2017 to the DA-BPI for a biosafety permit for the conduct of a field trial

• The field trial aims to: (1) collect relevant agronomic and phenotypic data to complete the environmental risk assessment of GR2E rice and (2) collect samples of GR2E and control rice grains for analytical testing.
Policy Reform

- Lack of meaningful public consultation
- Non-participation of DENR
- Absence of standards for risk assessment
New Biosafety Regulatory Framework

• A. Sections 2(c), 26, and 27 of Republic Act No. 7160
  - Conduct of consultation with local government units, nongovernmental organizations, and other sectors concerned)

• B. Joint Department Circular (JDC) No. 1, Series of 2016
  - Transparency and public participation (pp10-11)
  - Role of Department of Interior & Local Government (DILG) in the conduct of public consultation (p12)
  - Public participation for field trial (Sec 12, p18)
Field Trial Application Process

START

APPLICANT

BPI

BPI is given 5 days to process and evaluate the completeness of the application upon receipt.

NO

SUFFICIENT?

YES

BPI posts application on website(s) to give notice to public.

SEC Exp.

STRP

DENR-BC

DOH-BC

BPI is given 5 days to consolidate the evaluation.

PUBLIC HEARING

DA-BC

BPI is given 5 days to decide whether to approve or deny the application.

BPI DIRECTOR

APPROVED

DENIED

ISSUANCE OF BIOSAFETY PERMIT FOR FIELD TRIAL

APPEAL TO THE DA SECRETARY

• Post notices in at least 3 conspicuous places
• Given 30 days to secure endorsement from the Local Government

10 days to evaluate the consolidated reports before endorsing to the BPI Director

Applicant is given 60 days to complete deficiencies

TOTAL NUMBER OF DAYS: 85
Public participation process

1. BPI to make all applications, permits, and documents public

2. Inform the local chief executive through written correspondence

3. Post notices containing copies of the PIS for field trial and the consolidated risk assessment report in 3 conspicuous places in the city and barangay

4. Convene the public hearing

5. Submit to the BPI a written report on the public consultation
Soc Mob Objective

To create an enabling environment to achieve positive, desirable behaviors towards field trial regulatory approval through raising stakeholder awareness of, (policy) support, and ownership for the project.
## Stakeholder Mapping

<table>
<thead>
<tr>
<th>Level</th>
<th>Stakeholders</th>
</tr>
</thead>
<tbody>
<tr>
<td>National level</td>
<td>DA Secretary and Officials, HOR Secretaries of Relevant Committees, Regional Farmer Network (ASFARNET), Biosafety Regulators, Scientific Communities, National Media Outlets, National Nutrition Council, General Public</td>
</tr>
<tr>
<td>Regional level</td>
<td>Governors, Regional and Provincial Nutrition Officials, Provincial Agriculturist, Local Media, DA-Regional Field Office</td>
</tr>
<tr>
<td>Community level</td>
<td>LGU Officials and Staff, Municipal Agriculturist, Barangay Officials, religious groups, Academe, Youth, Women’s organizations, Farmer organization, Nutrition Council, Professional organizations, Community/village health workers, Staff of PhilRice and other nearby offices</td>
</tr>
</tbody>
</table>
Soc Mob Framework
# IEC Strategy Matrix

<table>
<thead>
<tr>
<th>Inform</th>
<th>Engage</th>
<th>Commit</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Interpersonal</td>
<td>A. Farmer champions</td>
<td>Service to community welfare</td>
</tr>
<tr>
<td>Briefings, Dialogues, Meetings, Public consultations</td>
<td>B. Media Engagement</td>
<td>• Education/capacity enhancement (e.g., briefings)</td>
</tr>
<tr>
<td>B. Media</td>
<td>C. Public participation</td>
<td>• Relief service</td>
</tr>
<tr>
<td>TV, Radio, Social media, SMS Advisories</td>
<td>(Posting of PIS; Expressed/written letters of support)</td>
<td>• Address social problem (i.e., malnutrition)</td>
</tr>
<tr>
<td>A. Youth engagement</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Message Map

### Stakeholder Question or Concern: How much will Golden Rice cost?

#### Key Message
- **Golden Rice is expected to cost like ordinary rice.**
  - Supporting Info. 1.1: The Golden Rice is donated for humanitarian purpose.
  - Supporting Info. 1.2: Golden Rice is developed in a non-for-profit basis.
  - Supporting Info. 1.3: Golden Rice is aimed especially to those who can’t afford /can’t be reached by other VAD interventions.

#### Key Message
- **It can be cultivated and produced without additional cost.**
  - Supporting Info. 2.1: Golden Rice is developed in an inbred variety thus it incurs minimal production cost.
  - Supporting Info. 2.2: Like other inbred varieties, farmers can save Golden Rice seeds for the following planting season.

#### Key Message
- **Our goal is to ensure its availability and accessibility.**
  - Supporting Info. 3.1: A market study is being conducted to ensure availability & accessibility of Golden Rice.
  - Supporting Info. 3.2: The project will design a delivery program to make Golden Rice available to those who need it most.
  - Supporting Info. 3.3: The project partners with public and private sectors in the rice industry for sustainable implementation.
INFORM thru Social Media
INFORM thru Radio

• 17 sets of Radio interviews and broadcast releases
  - DZAS, DWAY, DXSA, Life radio, RW 95.1FM, DZRP, DZUP, DZMM, DWSI, DWRY, DZXO)
INFORM thru Briefings & Dialogues
INFORM thru Print & Online

- Article published
  - 2 published in magazine (internal, external)
  - 2 press releases (public consultation)
  - 5 News & feature articles
  - Project update
- Website updated

GR News Coverage 2018

<table>
<thead>
<tr>
<th>News Coverage</th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24</td>
<td>4</td>
<td>14</td>
</tr>
</tbody>
</table>
INFORM thru Interactive Exhibits
ENGAGE with Media
ENGAGE with Farmer Champions

Dr. Eugenio Dayag

(a medical doctor and former city health officer turned into a farmer)
ENGAGE with National Champion (DA Secretary)

- Former Secretary Emmanuel Piñol fully supports the Golden Rice Project.

- In his letter addressed to the former Mayor of Isabela, he asked for the help and full cooperation to successfully complete the Golden Rice project.
ENGAGE with the LGUs
ENGAGE with the Youth
ENGAGE with the Public

• Posting of Public Information Sheet (PIS)
ENGAGE with the Public
ENGAGE with the Public

- Expressed/written supports from farmers

With Golden Rice, children and susceptible women can overcome diseases caused by Vitamin A deficiency. We believe the supreme importance of nutritious food and food safety over income for we believe that “health is wealth.”

Fely Urnas, Mother, Community Leader, San Mateo, Isabela

“I support the Golden Rice Project, and I believe the research must continue because this will help address malnutrition, specifically the vitamin A deficiency that affects many children.”

LIHAM NG PAGSUPORTA SA GOLDEN RICE PROJECT

AGOSTO 30, 2018

KAMI PO AY ANG MGA MAGSASAKA SA SAN MATEO, ISABELA, NA LUBUSANG NAGBIBIGAY NG AMING SUPORTA SA GOLDEN RICE PROJECT NA PANGUNAHING ISINASAGAWA NG PHILIPPINE RICE RESEARCH INSTITUTE O PHILRICE.

BATID PO NAMIN ANG KASALUKUYANG KALAGAYAN NG MALNUTRITSYON SA ATING PAMAYANAN AT NANINIWALA PO KAMI NA BILANG MGA MAGSASAKA, MAYROON KAMING MAGAGAWA UHANG MAKATULONG NA MAGING MAS MALUSOG ANG AMING MGA PAMILYA HIGIT SA LAHAT ANG ATING MGA KABATAAN AT KABABAIHAN.

BILANG MGA MAGSASAKANG NANINIWALA AT NAKIKINABANG SA MGA PRODUKTO NG MODERNONG PAMAMARAAN NG PAGSASAFA, KAMI PO AY NAKIKIISA SA LAYUNIN NG PROYEKTONG ITO NA MAKATULONG SA PAGSUPO SA PROBLEMA NG VITAMIN A DEFICIENCY (VAD) SA ATING BANSANG PINAS. KAMI MAN AT ANG AMING PAMILYA AY UNA NANG MAKIKINABANG KUNG SAKILING MAPAHINTULUTAN ANG GOLDEN RICE NA MAITANIM AT MAHAIN SA AMING MGA HAPAG-KAINAN.

HANGAD NAMIN NA MAKAMIT NG ATING BANSANG HINDI LAMANG ANG SAPATNA PAGKAIN, KUNGDI PATI NA RIN ANG MAAYOS NA KALUSUANG NG ATING MGA MAMAMAYAN.

MGA MAGSASAKA NG SAN MATEO, ISABELA
COMMIT: Community welfare

- Education & Information Campaign
COMMIT: Community welfare

- Relief service
## Challenges

<table>
<thead>
<tr>
<th>ISSUES/CHALLENGES</th>
<th>CRISIS MANAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Dialogues with MASIPAG and other anti-GM groups</td>
<td>• Strategic Messaging</td>
</tr>
<tr>
<td>• Negative/anti-GMO news articles</td>
<td>• Spokespersons/farmer-champions</td>
</tr>
<tr>
<td>• Presence of anti-GMO group during public consultation</td>
<td>• Stakeholder outreach (relief service)</td>
</tr>
<tr>
<td>• Anti-GMO threat to LGU, resulting in LGU support almost withdrawn</td>
<td>• Design &amp; dissemination of Comm SOPs</td>
</tr>
<tr>
<td>• GR Rally at PhilRice</td>
<td>• Follow-up letter to the regulator</td>
</tr>
<tr>
<td>• Slow response from the regulator</td>
<td></td>
</tr>
</tbody>
</table>
Comms SOPs at PhilRice

1. INVESTIGATE

2. ACKNOWLEDGE

3. INFORM

PROVIDE INFO

24 HOURS - IDEAL TURNAROUND TIME
SOP for Urgent Situation

1. Make sure to secure yourself from any possible harm the situation may cause
2. Wait for advisory or notice of action from the Management
3. And then act accordingly. Observe risk comms SOPs.
Regulatory Application Results

Office of the Philippines
Province of Nueva Ecija
Science City of Muñoz

OFFICE OF THE MUNICIPALITY OF NUEVA ECIJA

Minutes of the Regular Session of the Municipal Council
Tuesday, June 30, 2015

PRESENT:

HON. RAMON ANGELI B. COBREV
City Vice Mayor and Presiding Officer

HON. ROBERTO C. AGAD
City Councilor

HON. ALLAN R. PANGAL
City Councilor

HON. ROMEO F. SUMBANDA
City Councilor

HON. BENJAMIN M. MALDONADO
City Councilor

HON. RONALDO B. DE RUIZ
City Councilor

HON. ROBERTO C. VARGAS
City Councilor

HON. JUNICE R. ALVAREZ
City Councilor

HON. ARTHUR M. AYANDA
City Councilor

ABSENT:

HON. RAIMUNDO F. SALCEDO
City Councilor

HON. JOSE A. RUIZ Jr.
City Councilor (by leave)

HON. ALEJANDRO R. NATHALD
City Councilor (by leave)

RESOLUTION NO. 2015-001

A RESOLUTION OF THE MUNICIPALITY OF NUEVA ECIJA EXPRESSED FULL SUPPORT TO THE CONDUCT OF A FIELD TRIAL OF THE PHILIPPINE RICE RESEARCH INSTITUTE (PHIROC) WITH THE PURPOSE OF GENERATING DATA FOR ENVIRONMENTAL BIODIVERSITY RISK ASSESSMENT OF Beta-carronine-Enriched Golden Rice, variety 2016, a genetically engineered type of rice intended to complement other existing measures to help address the country’s vitamin A deficiency (VAD) problem.

WHEREAS, the Founding President Ferdinand E. Marcos—a wise leader who laid the years of competence and dedication or excellence in rice production two decades before IRRI’s high yield variety—the high yield variety is a variety of rice that will provide benefits to all men.

WITNESSES: the Founding President Ferdinand E. Marcos, a wise leader who laid the years of competence and dedication or excellence in rice production two decades before IRRI’s high yield variety the high yield variety is a variety of rice that will provide benefits to all men.

Republic of the Philippines
Department of Agriculture
Bureau of Plant Industry

Biosafety Permit for Field Trial
Number 19-001

Field trial proposed “Field Trial to Generate Data for Environmental Biodiversity Risk Assessment of Beta-Carronine Enriched Golden Rice Event 4262 in the Philippines” of the Philippine Rice Research Institute (PHIROC) with office address at PHIROC Experimental Station, Maligaya, Science City of Muñoz, 3119 Nueva Ecija has satisfactorily completed biosafety risk assessment for field trial pursuant to the DOST-DAA-088-2018-01-DILG (Issued Department Circular No. 1, series of 2016).

The Bureau of Plant Industry, in consultation with the different concerned national agencies, has approved the conduct of the proposed activity in Brgy. Maligaya, Science City of Muñoz, Nueva Ecija, with back-up site in Brgy. Maligaya, Science City of Muñoz, Nueva Ecija, subject to the following conditions:

a. The proponent shall submit the DPI the duly accomplished Oaths of Undertaking before commencing with the field trial (The Oath of Undertaking shall contain the objectives of the field trial).

b. The proponent shall have the option to consult with the National Seed Industry Council (NSIC) regarding Rice National Cooperative Testing if there is an intention to register the variety.

c. The proponent shall submit to the DPI and inform the designated monitors of the detailed schedule of planting, planting plan, cultural management practices, monitoring activities and pest damage management;

d. The proponent shall adhere as closely as possible to the planting schedules for those sites. Modification in the planting schedule and other activities could be made only with the concurrence of DPI;

e. The proponent shall strictly observe the 100m physical isolation and/or 30-day temporal isolation at all times, from the fields outside the enclosed experimental area, regular monitoring/inspection of the surrounding 100m radius isolation shall be done;

f. The proponent shall ensure that three (3) rows of non-plants will be grown around the site to further prevent pollen dispersal;

g. The proponent shall ensure the security of the experiment, and safety of the field workers and the monitors;

h. The proponent shall ensure that the workers and monitors have access to health facilities as the need arises;
Ongoing Field Trial

Expected harvest: Last week of Sept - First week of Oct 2019
Summary

- Multi-level and targeted stakeholder engagement
- Consistent drum beating through media & communication
- Risk Communication Plan
- Strategic messaging
- Harnessing the power of champions/ambassadors (both at the national and community level)
- Building sustainable relationship with the communities
Follow us on FB for updates or text us!

0917-111-7423