LATIN AMERICAN FISHERIES FELLOWS NETWORK 2018

Fellows & Alumni Reunion Workshop
Creating Impactful Theories of Change & Stories that Influence

Mexican Caribbean
Quintana Roo, Mexico
Workshop December 17-19
Sian Ka’an Fieldtrip December 14-16
Fellows & Alumni Workshop

Theme & Motivation

Creating impactful theories of change & stories that influence

As environmental professionals tackling ocean and fisheries sustainability challenges from different platforms, success with our respective initiatives and projects often depends on our ability to devise an effective theory of change, but also on telling a compelling story to specific audiences about the change we seek to create - whether to decision makers, community leaders or stakeholders, funders, a wider public, or even key people within our own organizations.

So how can we more effectively design transformational theories of change within our individual and organizational efforts? And further, how do we create compelling story around such initiatives to increase influence, build excitement, and win buy-in to the challenges we are respectively tackling as alumni?

The 2018 Fellows & Alumni Workshop brings together the LAFF Network with a goal of elevating our individual and collective capacity for designing effective theories of change and leveraging the power of story to build influence.

Working with renowned facilitator Pippa Heylings, Founder of TalkingTransformation.org, our approach centers on creating prototypes around clusters of expertise represented within our network that have tremendous potential to synergistically advance impactful fisheries sustainability interventions across Latin America.

Agenda

Day 0
Sunday, December 16

3 pm - 4 pm
Return from Punta Allen Field Trip

5 pm - 8 pm
Arrivals by airport shuttles to Amarte
Check-in (room assignments provided at Amarte reception desk)
Settle-in to rooms and Amarte

6 pm - 9 pm
Casual dinner (tacos) will provided at Café Amarte

People will be arriving at different times on shuttles throughout Sunday evening, so folks will be checking-in, settling-in to rooms, exploring the Amarte grounds, eating dinner, and catching-up in the Café Amarte & Cantina area as folks arrive.

*Note on Food

*Meals for the duration of the workshop are specified with Café Amarte and Pavo Real, including a vegetarian option for each, and a continental breakfast. Dinners include two drinks, but non-alcoholic with lunches. Anything ordered in addition will need to be paid for individually.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 - 8:30 am</td>
<td>Breakfast – Café Amarte</td>
</tr>
<tr>
<td>9 – 9:15 am</td>
<td><strong>Welcome &amp; Introduction</strong> – Hacienda Amarte</td>
</tr>
<tr>
<td>9:45 – 10:15 am</td>
<td><strong>Keynote talk</strong></td>
</tr>
</tbody>
</table>
| 10:15 – 10:30 am | **LAFF Action Lab**  
Harnessing the potential of the LAFF Network to create and communicate impactful sustainable fisheries interventions across Latin America. |
| 10:30 – 11:00 am | **Coffee Break**                                                     |
| 11 am – 12:30 pm | **Setting the Stage**  
Group-work in clusters on to complete Part 1 of the Lean Canvas for Value Propositions.  
- Top 3 Problems you’re trying to solve  
- Existing Alternatives (how problems being solved/attempted today)  
- Solutions (how you plan to change things/solve problems)  
- Key Metrics (to show how your org/initiative is doing) |
| 12:30 – 1 pm | **Show and Tell**  
Groups show their completed Lean Canvass and receive peer comments & advice |
| 1 – 2 pm      | Lunch – Café Amarte                                                 |
| 2 – 3:30 pm   | **Communicating Solutions: The Art of Storytelling in 3 chapters**  
**Chapter 1: Story-Listening**  
Group exercises to “listen from the other place” in order to build stories together. |
| 2 – 3:30 pm   | **The Art of Storytelling**  
**Chapter 2: The Heart of Story-Telling: Who’s telling the story and why?**  
Group exercises to discover the powerful force of the Me in story-telling. |
| 5:40-8 pm     | **Welcoming Dinner** - Pavo Real by the Sea  
Transportation departs entrance of Amarte at 5:40pm |
Agenda

Day 2
Tuesday, December 18

7 - 8:30 am
Breakfast – Café Amarte & voluntary morning activities

9 – 9:15 am
Review of Day 1 - Hacienda Amarte

9:15 – 11 am
The Art of Storytelling Chapter 3: The Plot of the Story and Where It’s Heading.
Mixed groups bring different expertise and skills to the story-building. Creating the Story of The Possible.

11 – 11:30 am
Coffee Break

11:30 am – 1 pm
What makes Ideas Work and Have Impact?
Group exercise looking at how change happens (Theory of Change) for these scenarios.

1 – 2 pm
Lunch – Café Amarte

2 - 4 pm
Brainstorming Ideas for Ventures
Group exercise to complete Part 2 of the Lean Canvas for Value Propositions
• Unique Value Proposition
• High Level Concept

4 – 4:30 pm
Show and Tell
Groups show their completed Lean Canvass and receive peer comments & advice

4:30 - 5:30 pm
Getting ready to sell at Market
‘Elevator pitch’ exercises to practice 3-minute pitches

6 pm
Dinner – Café Amarte

8 pm
Cultural exposition
Grupo Maya
### Agenda

**Day 3**

**Wednesday, December 19**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 - 8:30 am</td>
<td>Breakfast – Café Amarte &amp; voluntary morning activities</td>
</tr>
<tr>
<td>9 – 9:15 am</td>
<td><strong>Review of Day 2</strong> - Hacienda Amarte</td>
</tr>
</tbody>
</table>
| 9:15 – 10:15 am| **Market Place for Ideas**  
Open market place for Ideas. Fellows sell their ideas & decide which team they will join to build prototype |
| 10:15 – 10:45 am| **Building a Prototype 1**  
Teams complete Part 3 of Lean Canvas for Value Proposition  
• Unfair Advantage  
• Channels  
• Customer Segments  
• Early adopters  
• Cost Structure & Revenue Streams |
| 10:45 – 11 am | Coffee Break                                                             |
| 11 am – 1 pm  | **Building a Prototype 2**  
Teams create Story to sell their prototype                                 |
| 1 – 2 pm      | Lunch – Café Amarte                                                      |
| 2 – 4 pm      | **Competition Time!**  
Panel of Judges hear the Teams tell compelling stories to sell their prototypes |
| 4 – 4:30 pm   | **Award Ceremony**                                                       |
| 4:30 – 5 pm   | **Building the Next Chapter: ways to scale up impact of the LAFF Network** |
| 5 – 5:30 pm   | **Reflecting on what we’ve learned and achieved**  
End of Action Lab                                                         |
| 6 pm          | Dinner – Café Amarte                                                     |

### Departures

All participants have Amarte lodging provided through Wed. night (12/19), with check-out by noon on Thu. 12/20. Airport shuttles are arranged for 12/19 and 12/20 departures (see shuttle info), with most leaving throughout the morning of 12/20.

If departing on a 4am or 6am shuttle, a breakfast box will be available to grab on your way out.
Fieldtrip

Sian Ka’an Biosphere Reserve
Punta Allen, Quintana Roo
December 14 - December 16

The option to visit the fishing town of Punta Allen with the Mexican NGO Comunidad y Biodiversidad (COBI) provides an opportunity to learn about a prominent case study in small-scale fisheries management in the Mexican Caribbean, hearing from fishing cooperatives and an NGO about lessons learned from their experience implementing Refugios Pesqueros and TURF Management.

The fieldtrip also provides an opportunity to briefly experience the Sian Ka’an biosphere reserve - one of the largest protected areas in Mexico - which encompasses tropical forest, palm savannah, wetlands, mangroves, and 120,000 hectares of marine areas including seagrass beds and stretch of the Mesoamerican Barrier Reef.

Friday, Dec. 14
12 - 1 pm
Meet vans to depart from Cancun Airport (CUN Terminal 3 arrivals area)
*A pickup can be arranged if staying in Playa del Carmen

1 – 5 pm
Drive to Punta Allen
*please get a lunch before pickup, but will make a pitstop in Tulum

6 pm
Check-in at Villas Roseliz & casual dinner

Summary

Saturday, Dec. 15
7:30 – 8:30 am
Breakfast - Villas Roseliz

9 am – 1 pm
Lancha tour to points of interest in the reserve
& lobster grounds or nearby reef for snorkel session

1 – 2 pm
Lunch - Villas Roseliz

2 – 4 pm
Free time to explore Sian Ka’an mangroves & lobster landings at beach

5 – 7 pm
Presentation by COBI
Discussion with fishing cooperative
Location – cooperative auditorium

7:30 pm
Dinner - Punta Allen

Sunday, Dec. 16
7:30 – 8:30 am
Breakfast – Villas Roseliz

10 am
Depart Punta Allen

12:30 - 1:30 am
Lunch stopover in Tulum

3 pm – 4 pm
Arrive to Amarte

Transportation
3 Vans and COBI truck. Expect a rough road (but scenic) to Punta Allen.

Lodging
Shared rooms (4 ppl/per) in Villas Roseliz. Option for hammocks or shared queen beds.

Food
Kitchen (to prepare breakfast & lunch) in Villas Roseliz & local comedor for dinner.

Packing tips
Bring sunscreen, mosquito repellent, water bottle, swimsuit, and warmer layer for boat.
Pack light (limited van space). Snorkel gear will be provided by the boat-tour cooperative.
Punta Allen only has power for a few hours in the evenings, and there are no ATMs.
## Transportation

### Cancun Airport – Amarte
Arrivals & Departures (Dec. 16 & 20)

### Arranged Shuttles

Amarte is located 30 minutes south of Cancun, so shuttles will be provided directly and from the airport, grouped around flights times. If your arriving flight is delayed, you can ride with a later group. Shuttles will be waiting for you in the arrivals area of Terminal 3 with a sign that says UC Santa Barbara.

<table>
<thead>
<tr>
<th>Time</th>
<th>Group</th>
<th>Passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30 pm</td>
<td>Group 1</td>
<td>Pablo Obregon, Peggy Lubchenco, Salvador Rodríguez Van Dyck, Steve Gaines</td>
</tr>
<tr>
<td>5:45 pm</td>
<td>Group 2</td>
<td>Camila Vargas Poulsen, Chris Costello, Diana Flores, Javier Ureta Saenz Pena, Jose Zenteno, Miguel Gomez Muñoz</td>
</tr>
<tr>
<td>7 pm</td>
<td>Group 3</td>
<td>Luis Gonzalo Banda Cruz, *Jacy Brunkow, Juan Carlos, Renato (following van rental return)</td>
</tr>
<tr>
<td>(12/17) 2:20 am</td>
<td>Group 1</td>
<td>Edaysi Bucio Bustos</td>
</tr>
<tr>
<td>1 pm</td>
<td>Group 1</td>
<td>Juliana Herrera Correal</td>
</tr>
<tr>
<td>9 pm</td>
<td>Group 1</td>
<td>Rodrigo Oyanedel</td>
</tr>
<tr>
<td>4 am</td>
<td>Group 2</td>
<td>Juan Sebastian Mayorga Henao, Peggy Lubchenco, Salvador Rodríguez Van Dyck, Steve Gaines</td>
</tr>
<tr>
<td>6 am</td>
<td>Group 2</td>
<td>Javier Ureta Saenz Pena, José Zenteno</td>
</tr>
<tr>
<td>8:30 am</td>
<td>Group 3</td>
<td>Edaysi Bucio Bustos, Eréndira Aceves Bueno, Miguel Alejandro Castellanos, Miguel Gomez Muñoz, Pablo Obregon</td>
</tr>
<tr>
<td>11:40 am</td>
<td>Group 4</td>
<td>Caio Della Colleta Vianna, Daniel Fadigas Viana, Diana Isabel Flores Alejos, Matias Caillaux, Renato Molina</td>
</tr>
</tbody>
</table>

### Don’t see your name?

If planning to arrive on dates prior to the fieldtrip (before 12/14), or staying additional time following the workshop (after 12/20), please note you will need to arrange your transportation accordingly. You can also join any of these airport shuttles if helpful.
Participants

Mexican Caribbean Field Trip & Workshop
December 14-16
December 17-19

Alexandra Smith – US – Stanford Hopkin’s Marine Lab
Alexandra Widman Vasquez – US/Ecuador – Galapagos National Park
Caio Della Colletta Vianna – Brazil – MESM Student
Caio Faro – Brazil – World Wildlife Fund Brasil
Daniel Fadigas Viana – Brazil – Brazilian NGO venture
Diego Undurraga Fourcade – Chile – Free Agent
Erëndira Aceves Bueno – Mexico – Duke Nicholas School
Fernanda Montero – Mexico – MESM Student
Jacy Brunkow – US – Bren School
Juan Andres Silva – Chile – MESM Student
Juan Carlos Villaseñor Derbez – Mexico – Bren PhD Student
Juan Mayorga Henao – Colombia – SFG / National Geographic Pristine Seas
Juliana Herrera Correal – Costa Rica/Colombia – Fair Trade USA
Juliano Palacios – Mexico/Brazil – UBC PhD Student
Maria Ignacia Rivera – Chile – Bren PhD Student
Matias Caillaux – Peru – TNC Peru
Miguel Castellanos – Mexico – MESM Student
Renato Molina – Chile – University of Miami School of Marine Science
Rodrigo Oyanedel – Chile – Oxford University PhD
Sebastian Tapia – Chile – Bren PhD Student
Seleni Cruz – Belize – MESM Student
Valeria Tamayo Cañas – Ecuador – MESM Student
Wagner Quiros Pereira – Costa Rica – Catena Foundation / Bioma

Workshop
December 17-19

Aristoteles Jesus Stavrinakay Suarez – Venezuela – EDF Mexico
Camila Vargas Poulsen – Chile – Free Agent
Christopher Costello – US – Bren School
Diana Flores Alejos – Peru – SFG / TNC Peru
Edaysi bucio bustos – Mexico – MESM Student
Gonzalo Banda Cruz – Ecuador – Marine Stewardship Council
Jade Sainz – Mexico – Bren PhD Student
Javier Ureta Saenz – Argentina – MESM Student
Jose Zenteno – Chile Bren PhD
Miguel Gomez Muñoz – Spain – EDF Spain
Pablo Obregon – Colombia – Conservation International Center for Oceans
Peggy Lubchenco – US – UCSB
Pippa Heylings – UK – Talking Transformation
Salvador Rodriguez Van Dyke – Mexico – Niparaja
Steve Gaines – US – Bren School
General Info

Packing tips

Weather in December hovers around 80 degrees (70 at night) and while generally sunny, rain and thunderstorms can all be expected. Pack light to avoid checked-baggage fees, yet make sure to come prepared for shared bungalows, warmer weather with a rainproof layer, a swimsuit, sunscreen, and bug repellent. Aside from our visit to Maroma Bay for dinner, Amarte does not have direct beach access.

We will not have access to nearby towns of Playa del Carmen, Puerto Morelos, or Cancun during the workshop. However, there is a mini tiendita located at Amarte that sells a minimal selection snacks, etc.

WIFI is available at Amarte with variable signal strength throughout the grounds.

Contact Info

Jacy Brunkow

Amarte Hotel

Address

Entrance to Maroma Bay
Calle Punta Maroma 307
La Guadalupana
77724 Solidarida, Quintana Roo, Mexico

Phone

+52 (1) 998 872 8249 or +52 998 872 8240

Contact

Montserrat Figueroa

Punta Allen field trip

Villas Roseliz

Address

Punta Mosquiteros
Road #4, Punta Allen, 77786
Municipio Tulum, Quintana Roo, Mexico

Phone

+52 (1) 984 806 6837