



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

Creating impactful theories of change & stories that influence

Theme & Motivation

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 Arrival

3 pm - 4 pm

5 pm - 8 pm

6 pm - 9pm

*Note on Food

Day 0

Sunday, December 16

Return from Punta Allen Field Trip
Arrivals by airport shuttles to Amarte

Check-in (room assignments provided at Amarte reception desk)
Settle-in to rooms and Amarte

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.

*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.

Agenda

Day 1

Monday, December 17

7:30 - 8:30 am	Breakfast – Café Amarte
9 – 9:15 am	Welcome & Introduction – Hacienda Amarte
9:45 – 10:15 am	Keynote talk
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. <ul style="list-style-type: none">• 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: <i>The Plot of the Story and Where It's Heading.</i> 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 <ul style="list-style-type: none">• 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

7:00 - 8:30 am	Breakfast – Café Amarte & voluntary morning activities
9 – 9:15 am	Review of Day 2 -Hacienda Amarte
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 <ul style="list-style-type: none">• 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 – 4pm	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	<p>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.</p> <p>If departing on a 4am or 6am shuttle, a breakfast box will be available to grab on your way out.</p>

Fieldtrip



Summary

Friday, Dec. 14
12 - 1 pm

1 – 5 pm

6 pm

Saturday, Dec. 15
7:30 – 8:30 am

9am – 1 pm

1 – 2 pm

2 – 4 pm

5 – 7 pm

7:30 pm

Sunday, Dec. 16
7:30 – 8:30 am

10 am

12:30 - 1:30 am

3pm – 4 pm

Transportation

Lodging

Food

Packing tips

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.

Meet vans to depart from Cancun Airport (CUN Terminal 3 arrivals area)

**A pickup can be arranged if staying in Playa del Carmen*

Drive to Punta Allen

**please get a lunch before pickup, but will make a pitstop in Tulum*

Check-in at Villas Roseliz & casual dinner

Breakfast - Villas Roseliz

Lancha tour to points of interest in the reserve

& lobster grounds or nearby reef for snorkel session

Lunch - Villas Roseliz

Free time to explore Sian Ka'an mangroves & lobster landings at beach

Presentation by COBI

Discussion with fishing cooperative

Location – cooperative auditorium

Dinner - Punta Allen

Breakfast – Villas Roseliz

Depart Punta Allen

Lunch stopover in Tulum

Arrive to Amarte

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

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

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

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.

Arriving December 16

Group 1
4:30 pm

Pablo Obregon
Peggy Lubchenco
Salvador Rodríguez Van Dyck
Steve Gaines

Group 2
5:45 pm

Camila Vargas Poulsen
Chris Costello
Diana Flores
Javier Ureta Saenz Pena
Jose Zenteno
Miguel Gomez Muñoz

Group 3
7 pm

Luis Gonzalo Banda Cruz
*Jacy Brunkow, Juan Carlos, Renato (following van rental return)

(12/17) 2:20 am

Edaysi Bucio Bustos

Departing December 19

1 pm
9 pm

Juliana Herrera Correal
Rodrigo Oyanedel

Departing December 20

Group 1
4 am

Juan Sebastian Mayorga Henao
Peggy Lubchenco
Salvador Rodríguez Van Dyck
Steve Gaines

Group 2
6 am

Javier Ureta Saenz Pena
José Zenteno

Group 3
8:30 am

Edaysi Bucio Bustos
Eréndira Aceves Bueno
Miguel Alejandro Castellanos
Miguel Gomez Muñoz
Pablo Obregon

Group 4
11:40 am

Caio Della Colleta Vianna
Daniel Fadigas Viana
Diana Isabel Flores Alejos
Matias Caillaux
Renato Molina

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

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

Workshop December 17-19

Fellows & Alumni Reunion Workshop Mexican Caribbean

Alexandra Smith – US – Stanford Hopkin's Marine Lab
Alexandra Widman Vasquez – US/Ecuador – Galapagos National Park
Caio Della Colleta Vianna – Brazil – MESM Student
Caio Faro – Brazil – World Wildlife Fund Brasil
Daniel Fadigas Viana – Brazil – Brazilian NGO venture
Diego Undurraga Fourcade – Chile – Free Agent
Eréndira 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 Cañadas – Ecuador – MESM Student
Wagner Quiros Pereira – Costa Rica – Catena Foundation / Bioma

Aristoteles Jesus Stavrinsky 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

1 (503) 869 0718 to call or text while in Mexico, or can message via WhatsApp

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

