



Society for Conservation Biology

Asia Section

Strategic Plan for 2015-2018

Originally drafted in Kuala Lumpur in January 2015

Revised and Approved in February 2016





2015-2018 SCB-Asia Strategic Plan

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1. Introduction

The Society for Conservation Biology (SCB) was formed in USA on May 8th, 1985. Its members comprise a wide range of people interested in the conservation and study of biological and anthropological diversity, and at its 30th anniversary year (2015) more than 5000 people across the World have become members. In year 2000 seven Regional Sections were formed;

- Africa
- Asia
- Oceania
- Europe
- North America
- Latin America and the Caribbean
- The Marine Realm

Although the SCB Asia Section (SCB-Asia) was formally formed in year 2000 it was officially launched three years later at the 2003 SCB Annual Meeting in Minnesota. SCB-Asia held its first meeting in 2005 in Kathmandu, Nepal, but despite the monumental conservation challenges in Asia, seven years passed before the second SCB-Asia meeting was held in Bangalore, India, in 2012. The third SCB-Asia meeting followed in 2014 in Melaka, Malaysia and showed an increasing trend in the number of participants with more than 400 delegates participating in the Melaka event. SCB-Asia plans to consistently hold an Asia Section meeting every two years with the next meeting scheduled for 2016 in Singapore.

Since the formation of SCB-Asia and the official launch the Section has been largely inactive except for having conducted several stimulating and increasingly popular biannual meetings. Whereas Section Boards were duly formed and presidents elected the SCB-Asia remained non-functional. At the 3rd SCB-Asia meeting in Melaka, 2014, a board meeting turned out leaderless, leaving the Section without a clear path forwards. Therefore, the board reconvened for an extraordinary Board meeting, where the existing board was formally dissolved to pave way for re-elections, however, reinstalling a temporary Board as well as a temporary President.

Following the Melaka event the assembled temporary SCB-Asia Board held two Skype-meetings and decided that it was essential to develop a Strategy Plan as soon as possible to give the SCB-Asia section a strategic direction for the immediate future. The University of Nottingham, Malaysia



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Campus, kindly offered to host the event, and the Strategy Planning workshop was set to take place on the 19-20th of January, 2015, in Kuala Lumpur, Malaysia.

In total, ten people participated in the workshop – six members of the board and four guests. Additionally, two newly elected members of the SCB-Asia board contributed to the final draft of the plan.

Participants in the strategic planning exercise in January 2015

SCB-Asia Board members:

- Ahimsa Campos-Arceiz (ACA)
- Abi Tamim Vanak (ATV)
- Lindsay Porter (LP)
- Christie Lam (CL)
- Tony Lynam (TL)
- Carl Traeholt (CT, Facilitator)

Guests:

- James Watson (SCB President-Elect at the time)
- Alice Hughes (AH, elected as SCB-Asia board member in July 2015)
- Shyamala Ratnayeke (SCB member)
- Nagulendran Kangayatkarasu (NK, SCB member)

Additional participants that contributed to the final draft of the plan in 2015-2016

- Shermin de Silva (SdS, elected as SCB-Asia board member in July 2015)
- Natalia Huang (NH, elected as SCB-Asia board member in July 2015)

2. Methods and Outputs

The main focus of the workshop was SCB-Asia as an organization – i.e. not larger regional conservation issues. To formulate a strategic plan that contributes to SCB's Mission ("*SCB is dedicated to advancing the science and practice of conserving the Earth's biological diversity*") as well as guide the direction of the SCB-Asia, the strategy planning workshop applied the *Logical Framework Analysis* approach (LFA). This format was selected, because it is an easy-to-understand and effective objective driven planning tool.

Prior to the workshop a simple questionnaire was sent to all board members requesting each participant to list a) an overall goal, b) an immediate goal, and c) five relevant issues. The returned answers were used as part of an online "brain-storming" process and to gauge participants' familiarity with the various LFA concepts (objective, outcome, output and activity/action).

The results of the questionnaire revealed limited experience across the board with objective driven planning. Some replies ended up,

- mixing *objectives* with *actions* and vice versa
- focusing on external conservation issues rather than internal organizational issues
- as long ambiguous sentences rather than short and precise statements



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Therefore, the program was adjusted to accommodate a 1.5 hour introduction to LFA and working with objectives, outputs, outcomes and activities/actions. To ensure input from all individuals, each participant identified a relevant issue, after which participants provided suggestions at large. In total 26 issues were listed and, subsequently, lumped into three thematic groups. Objectives were formulated for each thematic group and listed according to priority. The prioritizing process was undertaken by simple votes, where each participant was given five (5) sticky dots for “voting”. All five votes could be used for the same Objective, if a participant perceived it important enough.

A total of eight objectives were formulated and prioritized. These were combined into four (4) main objectives under which a number of relevant Outputs and associated Actions/activities were identified.

3. Strategic Objectives

For each of the four Objectives the group identified Outputs and associated actions. For these, a focal person(s) and a time-line was attached to ensure that the action progress accordingly.

The highest priority was afforded Objective 1 that concerns internal operational issues of the SCB-Asia Board. It was deemed essential that the Board become functional before any other Objectives could be fulfilled.

The participants decided that the Strategic Plan will be for 4 years and a new plan will be developed after the 2018 meeting.

Objective 1: SCB-Asia is fully operational and compliant with SCB's bylaws

Objective 2: SCB-Asia Section is well recognized as the leading organization promoting conservation science and practice in the region

Objective 3: SCB-Asia is a facilitator to strengthen the capacity and knowledge foundations on conservation issues at regional and national levels

Objective 4: SCB-Asia as a platform for members to raise concerns over critical issues requiring urgent intervention



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4. Objectives, Outputs and Actions

| OBJECTIVE 1: SCB-Asia is fully operational and compliant with SCB's bylaws | Responsible person(s) | Timeframe |
|---|---|------------------------|
| Output 1.1: Having a full SCB-Asia Section Board | | |
| <i>Activity 1.1.1: Define structure of the board (additional positions: media, policy, training)</i> | President (ACA) | End Jan 2015 |
| <i>Activity 1.1.2: Call for Special Election/ form new Board</i> | President (ACA) | Mid Apr 2015 |
| <i>Activity 1.1.3: Identify possible Board Members</i> | Nominations Liaison & Board | Annually |
| <i>Activity 1.1.4: Develop Board Member meeting schedule (every quarter via Skype + at the regional meetings)</i> | Communications Officer (SdS) | Annually |
| <i>Activity 1.1.5: Develop code of conduct for Board Members</i> | SCB President (JW) | End Jan 2015 |
| <i>Activity 1.1.6: Develop terms of references for each Board Member position</i> | Vice-President (CL) | mid Feb 2016 |
| Output 1.2: Election system is in place for SCB-Asia Section Board | | |
| <i>Activity 1.2.1: Having a schedule for annual elections</i> | Nominations Liaison | 1 st Q 2016 |
| <i>Activity 1.2.2: Recruitment of minimum of two (2) candidates per position</i> | Nominations Liaison & Board | 1 st Q 2016 |
| <i>Activity 1.2.3: Dissemination of election schedule, candidates, etc</i> | Nominations Liaison | 1 st Q 2016 |
| Output 1.3: SCB-Asia Section Board financial operations in place | | |
| <i>Activity 1.3.1: The budget is prepared and approved every year</i> | CFO (LP) | Every October |
| Output 1.4: Regular SCB-Asia Section meetings | | |
| <i>Activity 1.4.1: Develop procedure for calling for conference bids</i> | Conference Liaison (AH) & President (ACA) | May 2016 |
| <i>Activity 1.4.2: Development of voting procedures and rules to select venue</i> | Conference Liaison (AH) & President (ACA) | May 2016 |
| <i>Activity 1.4.3: Designate a Board Member to be the representative at the conference committee</i> | Conference Liaison (AH) & President (ACA) | End 2015 |
| <i>Activity 1.4.4: Designate Board Members to be representatives at Local Organising Committees and International Scientific Committees</i> | Board | For each conference |



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| OBJECTIVE 1: SCB-Asia is fully operational and compliant with SCB's bylaws | Responsible person(s) | Timeframe |
|--|--|------------------|
| Output 1.5: Increased representation of SCB-Asia members | | |
| <i>Activity 1.5.1: Assign a membership officer role within SCB-Asia Section Board</i> | Board | After election |
| <i>Activity 1.5.2: Analyse membership demographics</i> | Membership liaison (TL) | Mid Feb 2016 |
| <i>Activity 1.5.3: Identify and appoint an SCB-Asia Section representative for different countries</i> | Membership liaison (TL) & Board | Before end 2016 |
| <i>Activity 1.5.4: Contact and invite CBD, IPBES, SBSTTA focal points to join SCB-Asia Section (e.g. offering a good package)</i> | Board | Before end 2016 |
| <i>Activity 1.5.5: Develop an action plan to increase membership numbers and representation at SCB-Asia conferences</i> | Membership liaison (TL) | Before end 2016 |
| <i>Activity 1.5.6: Identify / appoint representative organization/ institution in a wide geographical representation (e.g. in most countries)</i> | Membership liaison (TL) & Board | 2018 |
| OBJECTIVE 2: SCB-Asia Section is well recognized as the leading organisation promoting conservation science and practice in the region | | |
| Output 2.1: Position papers are available from SCB-Asia Section | | |
| <i>Activity 2.1.1: Formulate and publish at least two (2) relevant position papers</i> | Policy Liaison (ACA) & Member at Large (ATV) | End 2018 |
| <i>Activity 2.1.2: Disseminate Position Papers to members and relevant stakeholders (who might not regularly read scientific journals)</i> | Policy Liaison (ACA) & CO (SdS) | Ongoing |
| <i>Activity 2.1.3: Develop outreach material with the contents of these Position Papers</i> | Policy (ACA) and Education (AH) Liaisons | Ongoing |
| Output 2.2: Conference papers | | |
| <i>Activity 2.2.1: Appoint responsible person(s) to produce a conference paper after each SCB-Asia Section meeting</i> | Board | 2016 |
| <i>Activity 2.2.2: Raise funds for page fees (included in the annual budget) for special section in CB with selected papers from SCB-Asia 2014</i> | President (ACA) | 2015 |
| Output 2.3: SCB-Asia is active and visible in social media | | |
| <i>Activity 2.3.1: Appoint a communication officer Board Member</i> | Board | After election |
| <i>Activity 2.3.2: Engage and coordinate with SCB-global communication office</i> | CO (SdS) | Ongoing |
| <i>Activity 2.3.3: Develop a Board Member roster to submit content to social media</i> | Social Media Liaison | After election |
| Output 2.4: Strategic regional engagement and outreach | | |
| <i>Activity 2.4.1: Appoint a policy officer Board Member</i> | Board | After election |
| <i>Activity 2.4.2: Engage and coordinate with SCB-global policy committee</i> | Policy Liaison (ACA) & CO (SdS) | After election |



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| OBJECTIVE 2: | | |
|--|--|------------------------|
| SCB-Asia Section is well recognized as the leading organisation promoting conservation science and practice in the region | Responsible person(s) | Timeframe |
| <i>Activity 2.4.3: Identify a list of key events for priority engagement (COP, CBD, RAMSAR, CITES, etc)</i> | Policy Liaison (ACA) & Board | Jun 2016 |
| <i>Activity 2.4.4: Develop operation plan for listed key events</i> | Policy Liaison (ACA) & Board | End 2016 |
| <i>Activity 2.4.5: Design mechanisms to bridge gap between early career and senior scientists (coordinated with L2016 OC)</i> | Education Liaison (AH) & Member at Large (ATV) | SCBAsia 2016 |
| <i>Activity 2.4.6: Identify and form strategic alliances with key local / regional organisations</i> | Membership Liaison (TL) | Ongoing |
| Output 2.5: Journal is available | | |
| <i>Activity 2.5.1: Define scope and title of journal</i> | Board | Jun 2016 |
| <i>Activity 2.5.2: Identify Chief Editor and Editorial Board</i> | Board | Before end 2016 |
| <i>Activity 2.5.3: Launch journal and call for papers</i> | Board | 2017-2018 |
| <i>Activity 2.5.4: Produce 1st issue</i> | Editorial Board | 2018-2019 |
| <i>Activity 2.5.5: List of research priorities at national level</i> | | |
| <i>Activity 2.5.6: Develop a questionnaire to identify conservation research priorities at national level</i> | Education (AH) & Membership (TL) Liaisons & NK | Jun 2016 |
| <i>Activity 2.5.7: Conduct pilot survey among practitioners – NGOs and government agencies – in three countries</i> | Education (AH) & Membership (TL) Liaisons & NK | 3 rd Q 2016 |
| OBJECTIVE 3: | | |
| SCB-Asia Section is a facilitator to strengthen the capacity and knowledge foundations on conservation issues at regional and national levels | Responsible person(s) | Timeframe |
| Output 3.1: Conservation relevant SCB-courses are available | | |
| <i>Activity 3.1.1: Conduct capacity needs assessment</i> | Education Liaison (AH) | Jun 2016 |
| <i>Activity 3.1.2: Develop courses (curriculum/syllabus)</i> | Education Liaison (AH) | Jul 2016 |
| <i>Activity 3.1.3: Identify resource personnel</i> | Education Liaison (AH) | Ongoing |
| <i>Activity 3.1.4: Develop platform for dissemination</i> | Education Liaison (AH) | 2017 |
| Output 3.2: Collaboration with relevant institutions | | |
| <i>Activity 3.2.1: Identify relevant academic institutions (e.g. ATBC)</i> | Membership Liaison (TL) & Board | Ongoing |
| <i>Activity 3.2.2: Identify relevant government, bilateral and multilateral institutions</i> | Membership Liaison (TL) & Board | Jun 2016 |
| <i>Activity 3.2.3: Formalise agreements with collaborators</i> | Membership Liaison (TL) & Board | Sep 2015, and beyond |



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| OBJECTIVE 3: SCB-Asia Section is a facilitator to strengthen the capacity and knowledge foundations on conservation issues at regional and national levels | | |
|--|----------------------------------|---------------------|
| | Responsible person(s) | Timeframe |
| Output 3.3: A platform for capacity building and interfacing between policy-science and knowledge transfer | | |
| <i>Activity 3.3.1: Assess options and develop a platform for capacity building and interfacing</i> | Education Liaison (AH) | Jul 2016 |
| <i>Activity 3.3.2: Explore collaboration with IPBES</i> | Policy Liaison (ACA) & NK | Feb 2016 and beyond |
| OBJECTIVE 4: SCB-Asia as Section is a platform for members to raise concerns over critical conservation issues requiring urgent intervention | | |
| | Responsible person(s) | Timeframe |
| Output 4.1: Expertise database for SCB Asia Section | | |
| <i>Activity 4.1.1: Member contact and survey</i> | Membership Liaison (TL) | Sep 2016 |
| <i>Activity 4.1.2: Update database every two years</i> | Membership Liaison (TL) | Every two years |
| Output 4.2: Critical issues framework | | |
| <i>Activity 4.2.1: Develop framework on how to respond to members concerns</i> | President & Policy Officer (ACA) | Sep 2016 |
| <i>Activity 4.2.2: Communicate to members the availability of this framework</i> | Policy Officer (ACA) | Sep 2016 |

Table 1. List of SCB-Asia's 2015-2018 Strategic Plan's Objectives, Outputs, and Actions. Acronyms: CFO = Chief Financial Officer; CO = Communications Officer; ACA = Ahimsa Campos-Arceiz, NH = Natalia Huang; AH = Alice Hughes; NK = Nagulendran Kangayatkarasu; CL = Christie Lam; TL = Tony Lynam; LP = Lindsay Porter; SdS = Shermin de Silva; ATV = Abi Tamin Vanak; CBD = Convention on Biological Diversity; IPBES= Intergovernmental Platform on Biodiversity and Ecosystem Services; SBSTTA = Subsidiary Body on Scientific, Technical and Technological Advice.

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