



**PHILIPPINE PRESS INSTITUTE**

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**PPI SEMINAR WORKSHOP ON  
ENVIRONMENTAL REPORTING  
WITH FOCUS ON VALUATION OF NATURAL CAPITAL  
in partnership with NICKEL ASIA CORP.  
Almont City Hotel, Butuan City  
March 20-22, 2017**

**Theme: Taking Stock of Our Natural Capital (and the Role of the Press)**

**Rationale:**

Economic progress is often measured in GDP terms. Often overlooked in policy making discussions, as well as media coverage, is the value of the benefits and services derived from the nation's natural assets, such as fresh water, timber, and forests. Such benefits, however, are often ignored. This kind of situation has significant implications on economic policies and consequent impacts on communities, especially those that are highly dependent on natural resources for their sustenance.

Relying on GDP alone as a gauge of development ignores the important role of natural capital in the economy and human well-being. Nobel laureate Joseph Stiglitz said: "Gross domestic product, the leading economic measurement, is outdated and misleading ... It's like grading a corporation based on one day's cash flow and forgetting to depreciate assets and other costs."

Including natural capital in economic performance measures helps to ensure the continued flow of the benefits and services derived from natural resources, including ecosystems, and stem the loss of such benefits through sound and inclusive policy making that translates, among others, into well-crafted conservation and rehabilitation programs.

The World Bank defines natural capital as "the resources that we easily recognize and measure, like minerals, energy, timber, agricultural land, fisheries and water. It also includes all the ecosystem services that are often 'invisible' to most people, such as air and water filtration, flood protection, carbon storage, pollination of crops, and habitats for wildlife."

Valuing natural capital — in physical and monetary terms — also helps ensure that the contributions of specific natural resources to livelihoods and the economy are visible and that economic policies account for natural wealth to foster sustainable development.

"Valuing natural capital enables governments to account for nature's role in the economy and human well-being. For businesses, it enables efficiency, sustainability, and managing risks in their supply chains," says Conservation International. "Natural capital accounting helps policymakers understand the dependence of economic development on natural resources, both for supplying materials and services as well as for absorbing waste and pollution."

"Including the value of the environment in wealth estimates and macroeconomic indicators helps governments to ensure that their development strategies deliver sustainable and inclusive growth," says GLOBE International.

Valuation of natural capital assumes increased urgency amid the growing demand for ecosystem products and services, owing to a growing population and increasing human and economic activities, which have detrimental impacts on ecosystems.

While the concept of accounting for natural capital was adopted by the Philippine government more than three decades ago, little has been done to implement it, experts say.

### **Media's Role**

Media would do well to understand and appreciate the concept of natural capital (including ecosystem products and services) and its role in economic (not only in environmental management) planning and, overall, public governance. By doing so, they can help bring it into increased public and policy makers' consciousness, and become instrumental in the formulation of better and more responsive policies, and more efficient management not only of the environment but also of the economy.

Media are in a strategic position to help reframe discussions on natural resources as critical components of inclusive wealth, human well-being, and sustainability<sup>1</sup>.

### **Objectives**

In this light, the Philippine Press Institute's seminar workshop aims to achieve the following:

1. To help media understand the concept of valuing natural capital, and its role in sound economic management
2. To expose the media participants to the environmental realities against the backdrop of natural capital valuation, thus forming the basis for meaningful stories
3. To generate heightened reportage on stories around natural capital and ecosystem services
4. To help ramp up the generation of natural capital and ecosystem accounts by publishing media reports highlighting the urgent need to mainstream natural capital accounts into economic policy making and development planning

### **PROGRAM**

#### ***Day 1 (March 20)***

**MORNING**                      Arrival of Participants

#### **AFTERNOON**

**12:00 pm**                      LUNCH

**2:30 - 3:30 pm**                Welcome Remarks, Ariel Sebellino, PPI Executive Director  
Introduction to the Seminar, Tess Bacalla, PPI Training Director  
Introduction of Participants

**4:00 - 4:30 pm**                Findings: State of Local Media Coverage of the Environment  
Ariel Sebellino, PPI Executive Director

**4:30 - 5:30 pm**                Scanning (and Valuing) the Landscape (and Seascape):  
Media Coverage of the Environment

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<sup>1</sup> Global Environmental Change, [www.elsevier.com/locate/gloenvcha](http://www.elsevier.com/locate/gloenvcha)

Ryan D. Rosauero, News Correspondent, Philippine Daily Inquirer  
and Chair, National Union of Journalists of the Philippines

**Day 2 (March 21)**

**MORNING**

- 6:00 - 7:45 am** BREAKFAST
- 8:00 - 9:00 am** Natural Capital: Counting It In  
Dr. Alice Joan G. Ferrer, University of the Philippines Visayas
- 9:00 - 9:45 am** Valuing (Resource) Extraction and Depletion  
Roger de Dios, Regional Director  
Mines and Geosciences Bureau — CARAGA Region  
Department of Environment and Natural Resources
- 9:45 - 11:30 am** Media Forum:  
  
Rowil Aguillon  
OIC Resident Manager, Surigao Development Corp. (SUDECOR)  
  
Cresencio Neuda, President  
Barangay Alambique Fisherfolk Association  
Gigaquit, Surigao del Norte  
  
Chinkie Pelino, Advocacy Coordinator  
Interface Development Interventions, Inc. (Davao City)
- 11:30 — 12:30 pm** Pricing the Priceless: The Economics of Ecosystems and Biodiversity  
Dr. Alice Joan G. Ferrer, University of the Philippines Visayas

**AFTERNOON**

- 12:30 - 1:30 pm** LUNCH
- 2:00 - 5:00 pm** Field Visit
- 5:30 pm** Back to Hotel / Dinner  
Writeshop (Group Activity)<sup>2</sup>

**DAY 3 (March 22)**

**MORNING**

- 9:00 - 10:30 am** Presentation and Critique of Group Stories
- 10:30 - 11:30 am** Closing Remarks and Awarding of Certificates  
**12:00** LUNCH

- AFTERNOON** Free time for participants

- DAY 4 (March 23)** Departure

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<sup>2</sup> Deadline for group stories is 11 pm