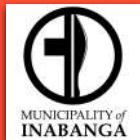


# Feed Back PlayBook works!

WAVE 9 Champions x Community Call  
November 30, 2023 | 8:30 AM (PHT)



**Foundation**



**ARK** **feed  
back**

ARK dreamt of Feed Back impacting  
1 million lives with the PlayBook

## 10 maabtik or determined Kapitans from Inabanga, Bohol dared to be first

They brought Feed Back to geographically  
isolated areas

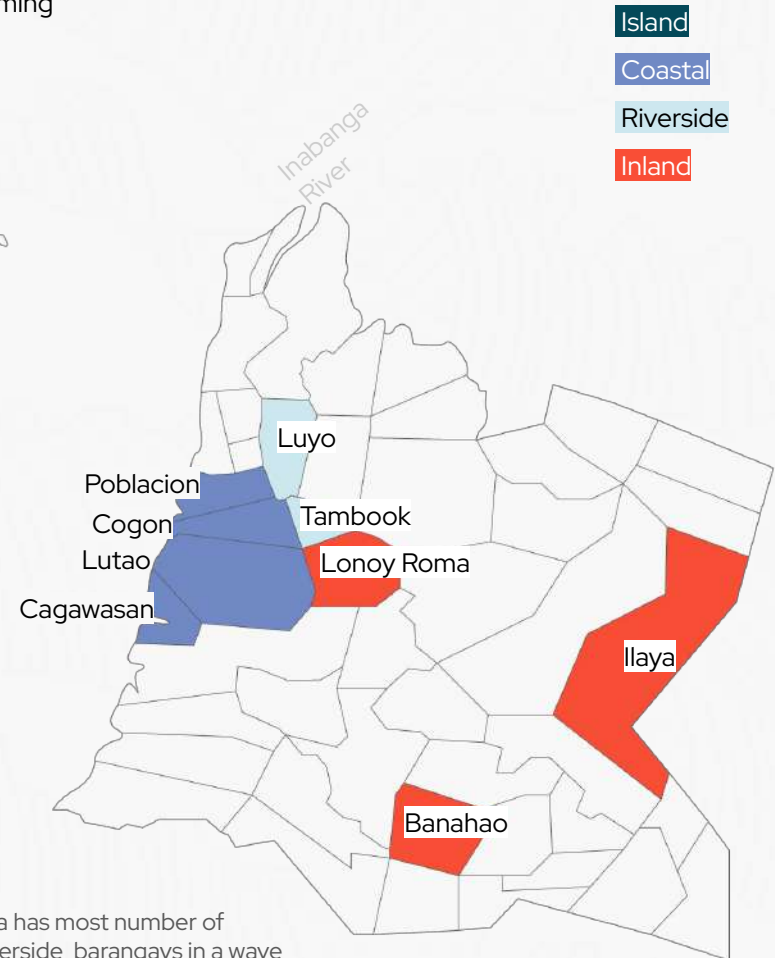
1 remote/island

4 coastal

2 riverside

3 inland

Cuaming



\*Wave 9 Inabanga has most number of  
coastal/island/riverside barangays in a wave

# Kapitans received the **PlayBook** and direct support via **FutureMaker University**



## PlayBook

written guide to  
FeedBack



## In-person Fiestas

ARK team visits to  
solve & celebrate



## PlayBook Guide

1:1 guidance from  
Feed Back graduates



## ARK Relationship Officer

1:1 support with  
ARK Relationship Officer



Championed by **proven talent**:  
**8 Kapitanans who**  
**successfully ran Feed Back**  
**(in Wave 8) served as their**  
**invaluable guides**



They signed-up **1,689 families** or 54% of the total village POP\*.  
**70% are in coastal and riverside communities.**

|    | Barangays    | Total Families | Sign-ups     | % of Total Families |           |
|----|--------------|----------------|--------------|---------------------|-----------|
| 1  | Banahao      | 255            | 147          | 58%                 |           |
| 2  | Cagawasan    | 449            | 261          | 58%                 |           |
| 3  | Cogon        | 189            | 130          | 69%                 |           |
| 4  | Cuaming      | 978            | 420          | 43%                 |           |
| 5  | Ilaya        | 98             | 84           | 86%                 | Island    |
| 6  | Lonoy Roma   | 177            | 85           | 48%                 | Coastal   |
| 7  | Lutao        | 358            | 195          | 54%                 | Riverside |
| 8  | Luyo         | 215            | 105          | 49%                 |           |
| 9  | Poblacion    | 274            | 143          | 52%                 |           |
| 10 | Tambook      | 150            | 119          | 79%                 |           |
|    | <b>TOTAL</b> | <b>3,143</b>   | <b>1,689</b> | <b>54%</b>          |           |

\*These families received seeds and grew their gardens.  
 For the 7 out of 10 island, coastal and riverside communities, fisherfolks are learning how to farm.

# 1,140 families or 67% of those who got seeds joined the exchanges

| Barangays    | Sign-ups     | Participants | %          |
|--------------|--------------|--------------|------------|
| Banahao      | 147          | 122          | 83%        |
| Cagawasan    | 261          | 210          | 80%        |
| Cogon        | 130          | 91           | 70%        |
| Cuaming      | 420          | 161          | 38%        |
| Ilaya        | 84           | 85           | 101%       |
| Lonoy Roma   | 85           | 69           | 81%        |
| Lutao        | 195          | 120          | 62%        |
| Luyo         | 105          | 84           | 80%        |
| Poblacion    | 143          | 97           | 68%        |
| Tambook      | 119          | 101          | 85%        |
| <b>TOTAL</b> | <b>1,689</b> | <b>1,140</b> | <b>67%</b> |



Families brought home **4.8 kg**  
or **10.6 lbs** of nourishing food  
every week

**P154** = 46% of 1 day's income  
value/basket

**9** per family per week  
meals



# In just **10 weeks**, the 10 PlayBook communities created P6.6M new economic value that is 1x total investment\*

|                             | kg             | lbs     | worth (Php) | \$   |               |
|-----------------------------|----------------|---------|-------------|------|---------------|
| exchanged                   | <b>36,628</b>  | 80,751  | <b>1.2M</b> | 21K  |               |
| consumed at home            | <b>40,118</b>  | 88,445  | <b>1.3M</b> | 23K  |               |
| sold on their own           | <b>35,379</b>  | 77,997  | <b>1.1M</b> | 20K  |               |
| <b>Sub-total</b>            | <b>112,125</b> | 247,193 | <b>3.6M</b> | 64K  |               |
| <b>Community Investment</b> |                |         | <b>3M</b>   | 55K  |               |
| <b>Total</b>                |                |         | <b>6.6M</b> | 119K |               |
| <b>Champion investment:</b> |                |         | <b>6.8M</b> | 125K | <b>1x ROI</b> |

\*Not counting the prospective and long-term impact from sustaining the gardens: food savings, new income, reduction in hunger and malnutrition, savings from using organic fertilizers, and pesticides



# PlayBook communities surpass W8 graduates from the same municipality



**PlayBook (Wave 9)**

Inabanga

**4.8**

kg/basket

**P154**

value/basket



**Wave 8**

Inabanga

**4.5**

kg/basket

**P125**

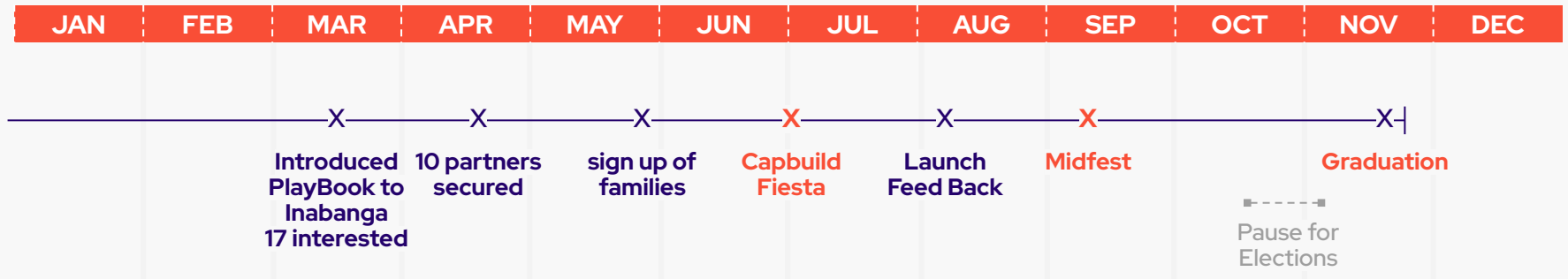
value/basket

**PlayBook communities  
secured nourishing  
affordable food for  
12,373 lives!**



# How did they do it?

**In person fiestas** prepared Kaps, kagawads and managers. It gave them support, enable them to exchange strategies with each other and power through the humps



The PlayBook is **easy to use** for the kapitans, village council, managers and families.

It is **FUN** and **RELATABLE**



# The Guides were deeply invested and gave it their all –

meeting Kapitans face to face  
almost every week & supporting  
their Exchanges.

They found joy in sharing their  
knowledge and grew personally in  
their new role as coaches &  
partners in solving.



# Innovations

# 2023 is a Barangay election year.

## ARK Team prepared for risks to execution.

**#1 Peoples Organization Leaders joined** fiesta to learn how to support council with operations

**#2 ARK & LGU worked closely and quickly** to secure partners before the election ban (last chance to allocate a budget)

**#3 Graduation** scheduled for **before campaign period start**



# Elections turned out to be the most intense in recent years

Opponents discouraged families from joining families didn't join to avoid aligning themselves

In response:

**#1 ARK created inclusive invitation banners** that emphasized no political affiliation

**#2 Council restructured** to eliminate any conflict



**#3** As elections heated up (Wk 5 Exchanges) the council engaged **day care workers, parent leaders, youth leaders to take over certain responsibilities** in the Exchange



**feed  
back**

[arksolves.org](https://arksolves.org)

# In Lonoy Roma, the youth took lead in organizing & hosting fun pakanas every week

“ The youth in our community are really helpful because we don't know how to dance!

We have 10 youths who join and lead in our fun every week. ”

Manager Aileen



# Poblacion inspired 20 families to lend helping hands during Exchanges

“Bayanihan spirit is alive.

They helped us arrange, pile and distribute the vegetables. As manager, this makes our Vegetable exchanges smooth and easier to manage.”

Manager Maribeth



# How Feed Back changed behavior

## Kids in Luyo traded cellphone time for gardening!

Inspired by their parents to garden together – kids in Barangay Luyo harvested and brought vegetables to Exchanges themselves !





## Ilaya shifted away from monocropping luya; today, there is diversity for every family

100% of families now have vegetable gardens and cultivate up to 6 varieties

Families exchanged 42 kinds, 27 of which are vegetables



## With excess produce, Cagawasan, Ilaya, and Luyo learned to create new products to sell in the market

Families joined the Cooking and Preserves Playshop, led by Monkey Bar Culinary Consultancy Executive Chef Jenzel L. Fontilla, to create a variety of chips and buchi (sweet cake) out of vegetables.





Team Tuba from Brgy Banahao made **450kg (992lbs)** of Bokashi compost; leading 115 families across Inabanga who produced **2,152kg (4,744 lbs)** of compost in total.\*



feedback

arksolves.org

\*Composting cuts the families dependence on synthetic fertilizers and restoring health in their soil

# Teaching youth to farm: Cuaming Elementary School joins 14-day compost making

Principal Bernard wants students to learn to apply it for their school gardening program



# How Feed Back transformed lives

**Cuaming** is an island community with over 900 families. Before Feed Back, they were dependent on the mainland for food (3 hours away on bangka) and barely ate fresh vegetables

## Families in the isolated island were fearful to try gardening

Faced with incredibly small space, lack of soil, and tidal flooding, gardening seemed futile

Kap Flora led the council and volunteers to start container gardening to showcase that they can overcome the limitations. With the support of LGU Inabanga, the delivery of soil and containers for planting from the mainland was facilitated.

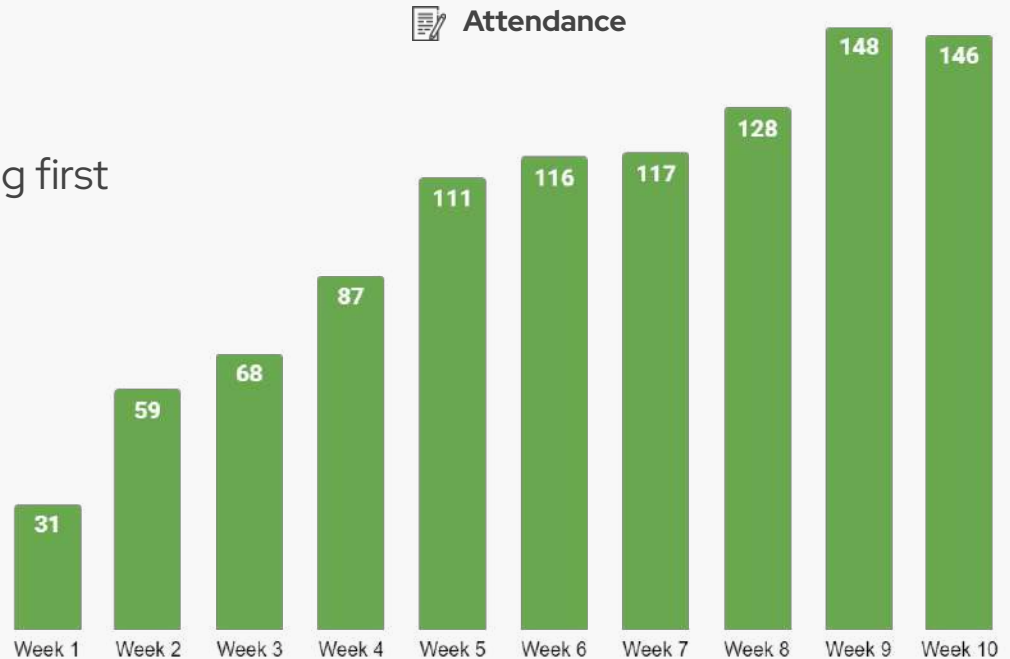
**Kapitan Flora**



# Families started to gain the confidence to farm and new participants joined the exchange every week

Key ingredients to this:

- ✓ Council became role models, being first to plant and encouraging others
- ✓ Responsive program teams
- ✓ Strong sense of community





**Older fisherfolk in Cuaming, Fortunato and Virgilia, shared how the gardens became a lifeline during storms, when fishing was impossible and it's a struggle to find food.**

They didn't know that it is possible for them to have a flourishing garden in the island until Feed Back came.

Today, **75% of families who signed up confidently rely on their gardens for food.\***

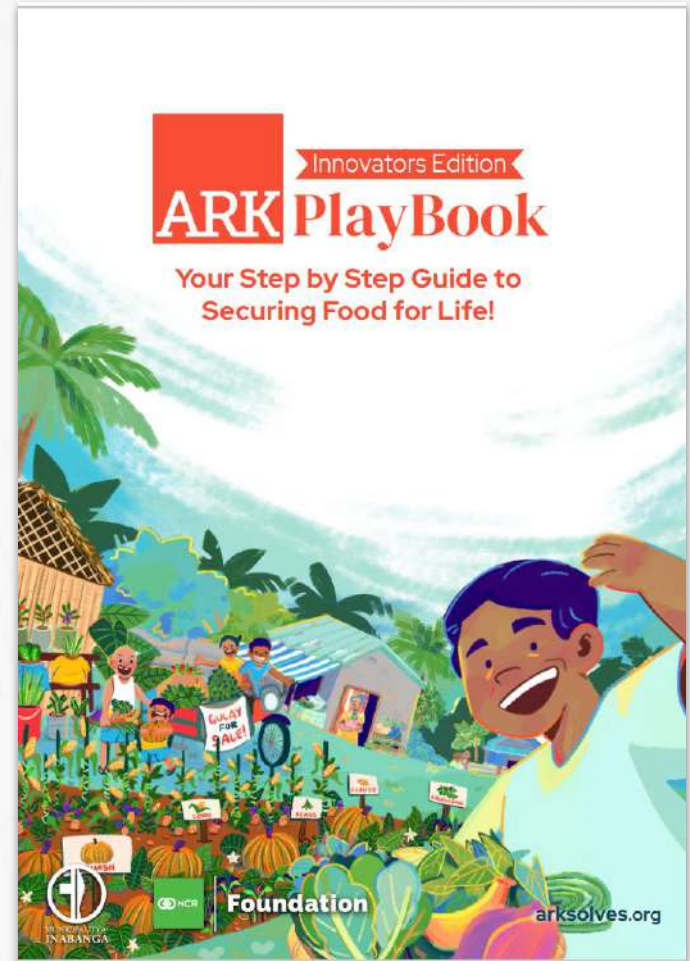
Families save **P300** (\$5.40) on average from transportation and food every week, enabling them to afford other necessities such as **rice, medicines, and school supplies** for their children.

*"Today despite high seas, families learned to farm. Their vegetable plants are hanging or elevated. They are inspired to keep planting"*

**Kapitan Flora**



The **first edition of the PlayBook** is set for printing, driven by feedback and insights from the Inabanga pilot communities





Kenya



Cebu

Bohol

Surigao Norte

Surigao Sur

Negros Oriental

Camiguin

Misamis Oriental

Thanks to you and our 10 partner communities, we're ready to take on **45 communities in 2024!**

ARK also piloted *PLUS* -  
*connecting graduated  
communities to long term,  
volume-based markets!*

89 Inabanga families in 4 communities  
supplied **3,835kg** of fresh produce  
to the municipality and earned **₱77,020**

They learned to:

- Match supply with market demand
- Adjust prices to cover their costs
- Negotiate with buyers
- Develop cooked/preserved products to increase profit.



# In Isabela **PLUS**, after just 4 months since starting Feed Back, families are **supplying 3 high-volume markets**

## a. **Roxas' feeding program**

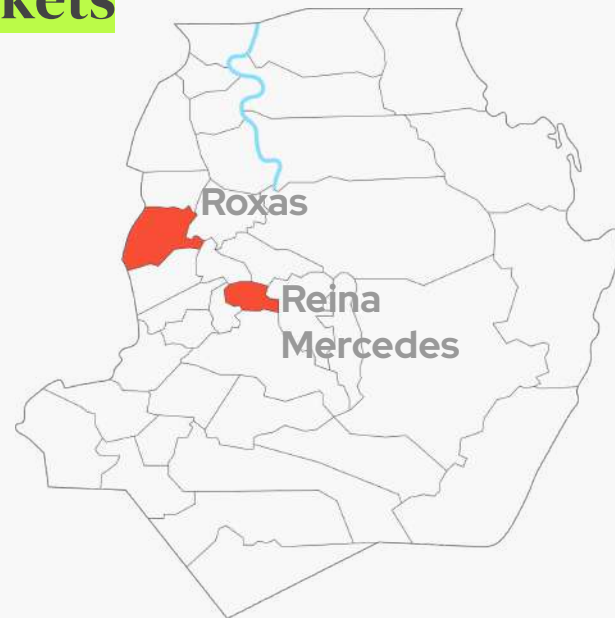
**58 students** from Anao Elementary School in October,  
**277 students** in Lanting Elementary School this November  
Simimbaan and Matusalem

## b. **Reina Mercedes' daycare feeding program**

**874 kids** Banquero, Labinab Grande, Cutog Grande

## c. **Universal Leaf dining hall for corporate officers**

**50-60 corporate officers and guests, 3 meals a day**  
Banquero, Cutog Grande, Labinab Grande



As of Week 5, 68 suppliers produced **1,751 kg** and earned **₱86,399**



Make Your Mark was  
epic, fun, impactful  
and unforgettable.

Mayor Jono Jumamoy  
Inabanga, Bohol



# Save the Date!

ARK Insider Trip

**Feb 18-24, 2024**

Inabanga, Bohol

Meet the inspiring leaders & families of the PlayBook and be a co-creator that'll take the PlayBook to communities everywhere!

# Daghang Salamat Champions and Pioneering Leaders!



ARK - FEEDBACK  
GRADUATION D  
ALTERA SA UTA  
2023



**Foundation**



MUNICIPALITY of  
**INABANGA**

# Congratulations Kapitans and Guides!



**Kap Felipe**  
Banahao



**Kap Flor**  
Riverside



**Kap Ben**  
Cagawasan



**Kap Arche**  
Sto. Rosario



**Kap Vic**  
Cogon



**Kap Rolando**  
Liloan Norte



**Kap Flor**  
Cuaming



**Kag Susan**  
Lawis



**Kap Mayong**  
Lutao



**Kap Ismael**  
Cawayan



# Congratulations Kapitans and Guides!



**Kap Jun**  
Luyo



**Kap Tante**  
Nabuad



**Kap Dodong**  
Poblacion



**Kag Constanca**  
Nabuad



**Kap Gely**  
Ilaya



**Kag Grace**  
Ma. Rosario



**Kap Nilo**  
Lonoy Roma



**Kap Joy**  
Napo



**Kap Nimpha**  
Tambook



**Kap Memie**  
Lawis