

Project Management Sustainability and Success of Biodiversity-Friendly Enterprise of Department of Environment and Natural Resources-Batangas

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Abstract

This study developed a strategic management plan for the 11 Biodiversity-Friendly Enterprises (BDFEs) in Batangas Province. Specifically, the research sought answers for the profile of BDFEs; how the respondents evaluate the success of BDFEs based on the criteria created by A.J. Gilbert Silvius and Ron Schipper (2015); assessed the respondents' perception to the sustainability of BDFEs in terms of ecological, economic and equity indicators; to know whether the two groups of respondents differ their assessment of BDFE and its sustainability; determine the challenges and issues encountered by stakeholders of BDFEs and developed strategic plan to enable the success and sustainability of BDFEs. The researcher used an explanatory sequential mixed method through survey questionnaire to gather responses from 319 respondents selected through stratified proportionate random sampling technique who were composed of People's Organization members who are the beneficiaries of BDFEs and first group of respondents. Likewise, the Department of Environment and Natural Resources (DENR) as project implementers and Local Government Unit through the Municipal Environment and Natural Resources Office (MENRO) as partner agency were the second group of respondent. Afterward, a one-on-one interview was undertaken to 10 respondents to substantiate the results of quantitative results. Findings revealed that there were more male members than female members in the POs and their average capitalization was peaked at Php 544, 750.00, most of the People's Organizations (PO) were already register with the h Department of Labor and Employment (DOLE), attended varios trainings pertaining to Environmental Law Enforcement and Basic Accounting and Bookkeeping and had been operating as BDFE for four (4) to six (6) years and operating as PO only before they were recognized as BDFE were mostly between five (5) to 10 years. With regards to the nature of activities, most of the BDFEs engaged both in primary and secondary sectors. As per the assessment of BDFE's project success, respondents implied that they agreed that the project was successful in executing it in a controlled manner, it is within schedule and budget, fitted for its purpose, business objectives/ goals were adhered to, stakeholders were satisfied and the project prepared its organization to its future operations. It was also discovered that generally, ecological, economic and equity indicators of BDFEs were sustainable. Furthermore, it was found out that DENR/LGU and PO members had the same perception towards the sustainability of BDFEs. Based on the study, the challenges and issues of BDFEs pertain to its operation and organization. Lack of formal bookkeeping, lack of platform to engage with the customers, unavailability of effective branding and direct market were the sub-themes identified under operation while PO member's inactiveness, need for additional trainings, ties/partnerships with other institutions and organizational structure and by-laws were the sub-themes identified under organization. Moreover, interventions and strategies were proposed as an output of the study through a five (5) year strategic plan in order to promote a viable and successful Biodiversity-Friendly Enterprises in the long run.

Keywords: Public Administration; Biodiversity-Friendly Enterprise, project success, project management sustainability; explanatory sequential mixed method; Philippines.