



# LOCAL PRIVATE SECTOR PARTNERSHIP

**700DALOY**

**CROWDSOURCING MARINE PROTECTION:  
LOCAL PARTNER BRAND RECOGNITION  
MAKES THE DIFFERENCE**

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## CROWDSOURCING MARINE PROTECTION: LOCAL PARTNER BRAND RECOGNITION MAKES THE DIFFERENCE

### LOCAL PARTNER PROFILE:



### Smart Communications

Smart Communications is a subsidiary of the Philippines' largest telecommunications carrier, and it is the country's leading wireless services provider, with 54 million subscribers. Smart provides SMS, voice, and data services, in addition to wireless broadband, mobile banking, and international messaging. The company was founded in 1991, and today markets its products through distributors across the Philippines

In the Philippines, illegal fishing critically threatens sensitive coastal ecosystems. The maritime police lack the resources and capacity to effectively patrol the entirety of the country's vast coastline, but that doesn't mean these crimes go undetected. Coastal communities often see illegal fishing happening, but, until recently, there was no way to report these crimes anonymously.

In 2014, USAID/Philippines identified a local private sector solution to encourage public participation in environmental protection and, at the same time, help close a key public sector capacity gap.

By partnering with a Filipino telecommunications company, Smart Communications, and the Philippine National Police-Maritime Group (PNP-MG), USAID/Philippines was able to craft a solution that leveraged the assets of the local private sector, benefited Smart Communications, and maximized sustainability and scale, benefitting the country's citizens, government, and Smart Communications alike.

The partnership created an anonymous SMS hotline that empowers local communities to report illegal fishing. The hotline, 700DALOY, is crowdsourcing the detection of illegal fishing and helping local government and maritime police better coordinate enforcement. 700DALOY applies Smart Communications' Infoboard technology, a web-based SMS broadcast service, to the challenge. Smart's technology and brand power in the Philippines helped make 700DALOY a success; in return, Smart is using 700DALOY to benefit its brand in its home market and to demonstrate the relevance of its technology and services to the growing needs of the public sector.

### LEVERAGING LOCAL ASSETS: HOW SMART COMMUNICATIONS HELPED MAKE 700DALOY A REALITY

#### *A Local Technology Solution for Marine Enforcement*

Together, USAID and its partners piloted 700DALOY in the island province Tawi-Tawi, with the expectation that they would refine the hotline locally and eventually scale it nationwide. In Tawi-Tawi, community members text their tips to 700-32569 (700DALOY). These SMS tips are transmitted to a 24/7 Information Management Center (IMC), operated by maritime law enforcement staff.

**ABOUT THE LOCAL PRIVATE SECTOR PARTNERSHIP (LPSP) SERIES:** This profile is part of an initiative led by the U.S. Global Development Lab's Global Partnerships Team to document successful approaches in USAID's partnerships with local private sector actors. These profiles highlight collaborations in which USAID Missions and local companies have jointly designed and/or invested in activities, and where the local private sector's expertise, resources and/or networks played a unique role.

◀ Officers from the PNP-Maritime Group, Coast Guard, and the Provincial Government try out the smart phones provided by partner Smart Communications for the operationalization of the 700DALOY hotline in Tawi-Tawi, Philippines, in April 2014. Photo: USAID ECOFISH Project

IMC staff members handle all messages sent through the hotline. They acknowledge each report, answer questions from the public, and request additional information from informants, as needed. When a credible report is made, IMC staff contact local and regional law enforcement offices to coordinate an effective response.

In this way, 700DALOY not only crowdsources the detection and monitoring of illegal fishing activities with citizens of Tawi-Tawi, but it also helps to create a more organized and strategic response on the part of law enforcement. By meaningfully engaging community members in secure SMS conversations, 700DALOY also empowers local communities with the knowledge and the means to help put a stop to the illegal fishing activities that threaten their local environment and their livelihoods.

Smart Communications' SMS-broadcast service Infoboard is the foundation of 700DALOY. Infoboard allows the Maritime Police to receive anonymous SMS tips straight to a PNP-MG email account. The police can then communicate via SMS with informants or forward tips to relevant law enforcement or government agencies, including the Bureau of Fisheries and Aquatic Resources, the Philippine Navy, and other agencies.

When needed, the maritime police can also send free SMS blasts to all registered Infoboard users in Tawi-Tawi, a group that includes local law enforcement and government stakeholders, as well as key community-level informants. In short, Smart's Infoboard technology expands the informant network while also helping the police more quickly and effectively get information where it needs to go.



Officers from the PNP-MG, BFAR, DENR and the local government of Cebu inspect a seized shipment of helmet shells amounting to Php 6 million intercepted at the Cebu port from a tip sent to the 700DALOY hotline. Photo: Philippine National Police-Maritime Group

## KEEPING IT SIMPLE

*By deploying an existing and popular technology to aid environmental enforcement, USAID and Smart showed that innovation does not have to be built from scratch.*

By using Infoboard, 700DALOY was able to build a rich local network of community members, local police, and other stakeholders through an existing, efficient mechanism that Filipinos already use at scale. In addition to providing access to its Infoboard technology and service for 700DALOY, Smart helped tailor this service to law enforcement needs and donated 100 smartphones for maritime police units.

### ***Linking 700DALOY to a Household Name in the Philippines***

700DALOY also capitalized on Smart Communications' strong brand recognition in the Philippines to maximize the effect of its public outreach campaigns. For the 700DALOY hotline to work, the citizens of Tawi-Tawi would need to know (1) that the hotline exists and (2) how to use it.

700DALOY widely distributed posters and flyers in Tawi-Tawi, with information about the hotline and simple instructions for sending SMS reports. The partners deliberately styled these flyers and posters to resemble Smart advertisements, boosting 700DALOY's local legitimacy by making it resemble mainstream, Smart-operated mobile applications.

In short, by partnering with one of the most recognizable and successful telecom companies in the Philippines, USAID and the local government benefited from Smart's technology and resources, but also from its local brand recognition. Because Smart was part of the alliance, the partners were able to present 700DALOY to the public as an accessible and credible new mobile application.

## **A SMART MOVE FOR SMART: THE BENEFITS OF THE PARTNERSHIP FOR THE LOCAL COMPANY**

### ***Piloting a New Application of Infoboard at Low Cost for Future Expansion***

Smart gave USAID and the Philippine National Police the technology and the means to improve local enforcement of illegal fishing. In turn, Smart has benefited in several key ways from 700DALOY.

First, the partnership allowed Smart to demonstrate that its Infoboard technology could be used to augment a key government service. Indeed, only a few months into the 700DALOY pilot in Tawi-Tawi, Smart started receiving requests from Philippine government agencies and local government units across the country asking the company if it could implement a system similar to 700DALOY in their area. By devising a secure means of rapid SMS communication between the police and the general public, Smart was able to open up a new and profitable client pool for Infoboard.

Further, since phone penetration and voice services were no longer a major growth market, Smart was eager to demonstrate new products and services in anticipation of the coming smartphone revolution. The pilot in Tawi-Tawi allowed Smart to test and then expand its Infoboard service at relatively low cost. Financial support from USAID and the local government, coupled with 700DALOY's extensive efforts to educate local citizens about the hotline, helped Smart to (1) successfully and cost-effectively demo this new application of Infoboard and (2) register new Infoboard users.

### ***Opportunity to Demonstrate Corporate Social Responsibility at Home***

The partnership also boosts Smart's brand in the Philippines, positioning it as an environmentally and socially progressive company. Smart clearly recognizes this benefit and is working hard to raise awareness of 700DALOY.

In advance of Earth Day 2015 the company hired a videographer to document 700DALOY on the ground, in order to showcase the hotline's use of technology for environmental protection. Smart also submitted 700DALOY for the 2015 Telecom Asia Awards – Best Community Telecom Project Category.

While 700DALOY presented a sound business opportunity for Smart, the partnership was also an opportunity for the company to articulate and advertise its commitment to environmental and social progress in its home country.

## **A LOCAL PARTNERSHIP OFFERING SUSTAINABILITY AND SCALE**

USAID's partnership with Smart and the Maritime Police has been critical to the success and sustainability of 700DALOY. While the USAID/ECOFISH project played a vital role in brokering the partnership, it is phasing out its involvement in 2015 – the same year that Smart and the Maritime Police plan to roll-out 700DALOY nationwide. This expansion will extend the benefits of 700DALOY to new coastal areas, while also proving a powerful vehicle for increasing the uptake of Smart Communications' Infoboard service.

Because of the benefits that this project offers to its local partners, 700DALOY holds unique promise for both sustainability and scale. By taking ownership of 700DALOY, Smart and the Maritime Police help to ensure that the hotline will continue to benefit environmental protection in the Philippines even after USAID involvement ends. "The Philippine National Police is completely committed to 700DALOY," notes USAID/ECOFISH Partnerships Specialist Lawrence Ang. "They are running it now."



An officer of the PNP-MG Regional Maritime Unit 3 points to ammonium nitrate and improvised explosive devices seized during an operation generated and orchestrated through the 700DALOY hotline in 2014. Credit: Philippine National Police-Maritime Group

## IMPACT

*700DALOY was piloted in Tawi-Tawi from May to December 2014. Despite its relatively short duration, the pilot had important results on several fronts, including a higher than expected usage rate. While Smart had targeted 700 texts for the period, Tawi-Tawi citizens sent over 3,358 reports to the maritime police, despite a not insignificant cost of Php 1 per text. For their part, the maritime police made 25 arrests and seized 4,123 pieces of illegal wildlife contraband — worth nearly \$135,000 — as a result of tips sent through 700DALOY. 700DALOY also provided valuable information for several inter-agency operations and pending cases.*

*In addition, the platform streamlined coordination between the diverse agencies in the region charged with marine protection and enforcement, a major improvement for government partners. The partnership initiated the development of official interagency protocols and coordination in Tawi-Tawi between the maritime police and the Bureau of Fisheries and Aquatic Resources, the Philippines Navy, the Philippines Coast Guard, the National Bureau of Investigation, and Patrol 117. The hotline itself is now also being integrated with the Philippine version of 911 for Tawi-Tawi.*