



Introduction to Profiling & Baselineing



Thematic Area
Applied Science



Data for decision
making

Audience

Direct and indirect implementers.

Purpose

Provide an introduction to the purposes and process of Profiling and Baselineing, so that implementers can identify strategies for incorporating this step into their work context.

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Concepts of Profiling and Baselineing



Profiling

(Cambridge Dictionary)
noun

The activity of collecting important and useful details about someone or something (in order to give a description of them or it).

At **Rare**, Profiling is the process of collecting and using socio-economic, habitat and fisheries information to characterize coastal communities and their most important fisheries.



Baseline

(Cambridge Dictionary)
noun

a number that is used to compare other numbers to, especially as a way of measuring whether they have increased or decreased.

At **Rare**, Baseline is the process of collecting and analyzing quantitative socio-economic, habitat and fisheries data to establish baselines and measure change in program indicator metrics.

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Importance of Profiling and Baselineing

Role of Profiling & Baselineing ● Profiling and Baselineing: Results in Action ● Partners and Rare gain



Profiling and Baselining sets us on the road to sustainable implementation

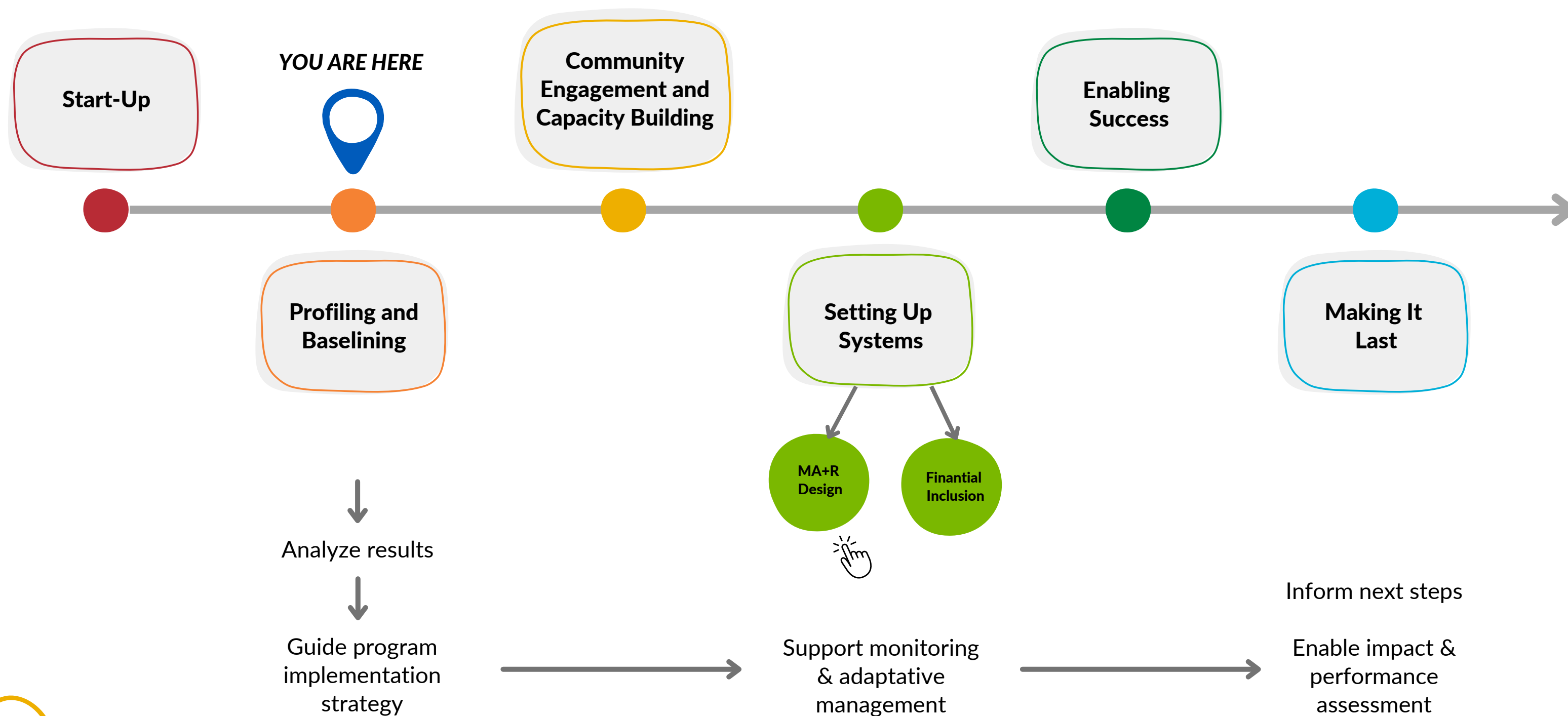


When we put in effort to collect Profiling and Baselining data, it's not just to have data- we use that information to develop implementation strategies, confirm assumptions and make adjustments where needed, set project targets, and measure future outcomes so that we can adapt throughout the process. These are all essential steps to engaging communities, setting up effective management systems, and enabling lasting success.



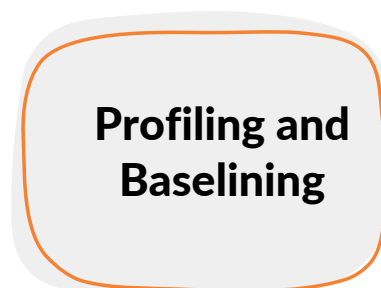
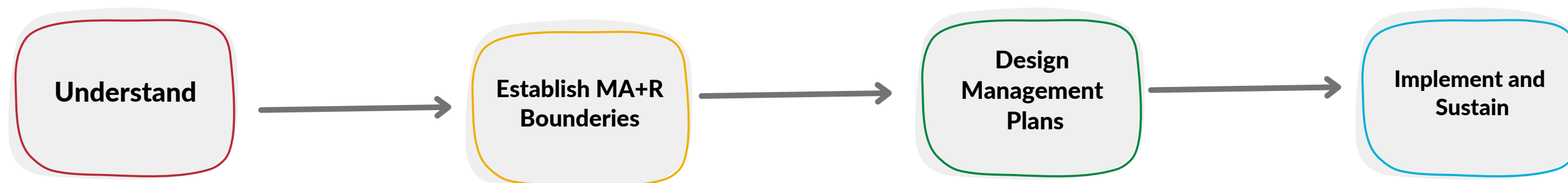
FF 2.0

Roadmap – Role of Profiling & Baselineing





Site Level Data for Decision Making



Collect and Store Data



Analyze results



Guide program implementation strategy



Support monitoring & adaptive management



Inform next steps

Enable impact & performance assessment

For more detail got to MA+R Toolkit





Profiling and Baselining: Results in Action!



Each type of data we collect in Profiling and Baselining gets used for a specific result which supports a key program component and thereby feeds into effective implementation.





Profiling and Baseline: Results in Action!



PROGRAM COMPONENT

Data for Decision-Making (DDM)

Managed Access + Reserve Design

Effective Management Bodies (EMB)

Financial and Market Inclusion (FMI)

Community Engagement and Behavior Adoption (CEBA)



EXAMPLES OF KEY PROFILING AND BASELINING RESULTS

- Ecological baselines to measure MA+R area effectiveness
- Verified habitat quality
- Understanding of governance structure and regulatory landscape
- Integrated Climate Change Vulnerability Assessment (CCVA)
- Understanding of governance structure and regulatory landscape
- Characterized fisheries: top species, gears, seasonal variances
- Community financial profile: savings and loans performance, current savings clubs, and financial service providers
- Initiated value chain characterization of priority species
- Insights on core fisher behaviors: motivations, barriers, and key influencers
- Identified opportunities for community engagement: media preferences, meeting places, etc.



Profiling and Baselining can be used for:



- A better understanding of key environmental, social, and economic factors that will influence project outcomes.
- Understanding of baseline ecological and socioeconomic conditions
- Inputs to strategy design
- Community and partner engagement
- Data that we can revisit throughout project implementation to re-examine and assess change



3

Collecting Data

Examples of Secondary Data
Program Components



Examples of Primary Data Collection
Data Management at Rare



Collecting Data



Rare uses a combination of secondary (existing) and primary (collected by the program) data sources



Profiling

Collects data through **qualitative** approaches such as interviews, focus groups, community maps, and identification of key stakeholders. Profiling is used primarily to identify the key characteristics, issues, and stakeholders in a community.



Baselining

Collects data through **quantitative** approaches such as ecological surveys, HHS, estimates of fishers and buyers, and catch value. Baselining is used to help validate that the results of Profiling are common across the larger community, and to measure change over time.

Both processes use secondary and primary data sources.



Some Examples of Secondary Data



Collected by reviewing existing literature, community and government records and documents, such as:

Existing
research on
habitat and
species

Community
history &
landscape

Socio-
economic
demographics

Fisher
Registration
Records

Existing local
policy &
legislation

Existing
management
plans &
strategies

Municipal
staffing &
infrastructure

Remember: Secondary data should be no more than 5 years old.



Existing research on habitat and species

Can be found through published scientific journal articles, government records, and NGO technical papers. Useful for a first understanding of ecological conditions and fisheries status.



Fisher Registration Records

Can be accessed through government records, and sometimes through NGO records. Useful for estimating total number of fishers and understanding registration practices.



Community History & Landscape

Can be found in community centers, government records, sometimes in published academic journal articles, and sometimes in NGO communications materials. Useful for background on community fishing practices, social norms, and key institutions and stakeholders.



Existing management plans & strategies

Can be found in government records and any existing fisheries or natural resource management bodies. Useful for assessing previous fishing regulations, existing governance structures, and decision making processes.



Socioeconomic Demographics

Available in government records, any census materials, and in rare cases academic journal articles. Useful for estimating total population, dependence on fisheries, key demographic factors, income levels, and financial resilience.



Existing local policy & legislation

Can be found in government records. Useful in understanding previous fishing regulations, existing governance structures, and decision making processes.



Municipal staffing and infrastructure

Can be found in government records. Useful for understanding governance structure, and key decision makers.





Examples of Primary Data Collection: Profiling

 ACTIVITY	 METHODS	 USES
Participatory Habitat Mapping	• Community Maps • Satellite Imagery • On-Site Verification • Manta-Tows	Develop an idea of key sites for Reserves based on sites of critical habitats and local ecological knowledge
Participatory Socio-Economic Assessments via Focus Group Discussions (FGDs)	• Resource use maps • Habitat and fisheries trends • Top species & gears • Seasonal calendar • Issues and hazards	Identify priorities, opportunities, and challenges for fisheries management
Key Informant Interviews (KIIs)	• Sampling fishers, fish workers, women, leaders, youth, influencers, others	Better understand behavioral motivations and barriers
Observation	• Community Walk • A Day in the Life	Learn community contexts influencing implementation



Examples of Primary Data Collection: Baseline

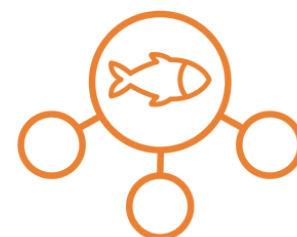
 ACTIVITY	 METHODS	 USES
Ecological Surveys	• Fish Surveys • Benthic Surveys • Mangrove Surveys • Seagrass Surveys	Measure fish biomass, density, diversity, and size structure; coral reef benthic cover and diversity; mangrove density and circumference; and seagrass density.
Household Socioeconomic Surveys	• Social Science Surveys	Measure baseline demographic information; livelihoods, income, and expenditures; financial resilience; fishing activities; food security; social capital; knowledge; perceptions of management; and attitudes.



Profiling Sources & FF Program Components



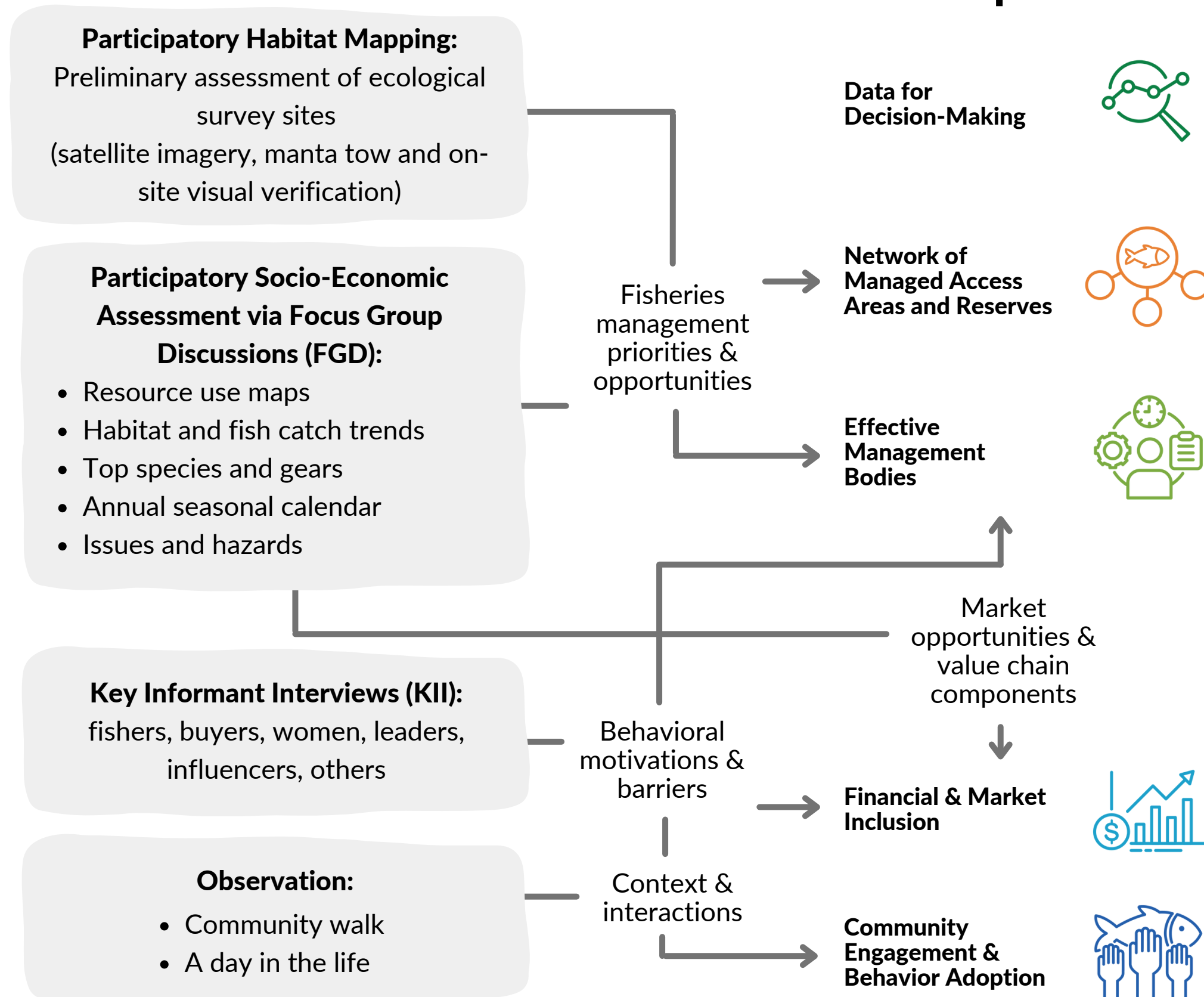
In Fish Forever, Profiling and Baseline data are used in many ways throughout the implementation process. There are a lot of connections drawn into these graphics, and the point isn't to memorize it all or understand everything at once. Instead, you can use these diagrams as a guide for how to use different types of data. Just look for whichever data type you're interested in, and then see where the arrows take you!





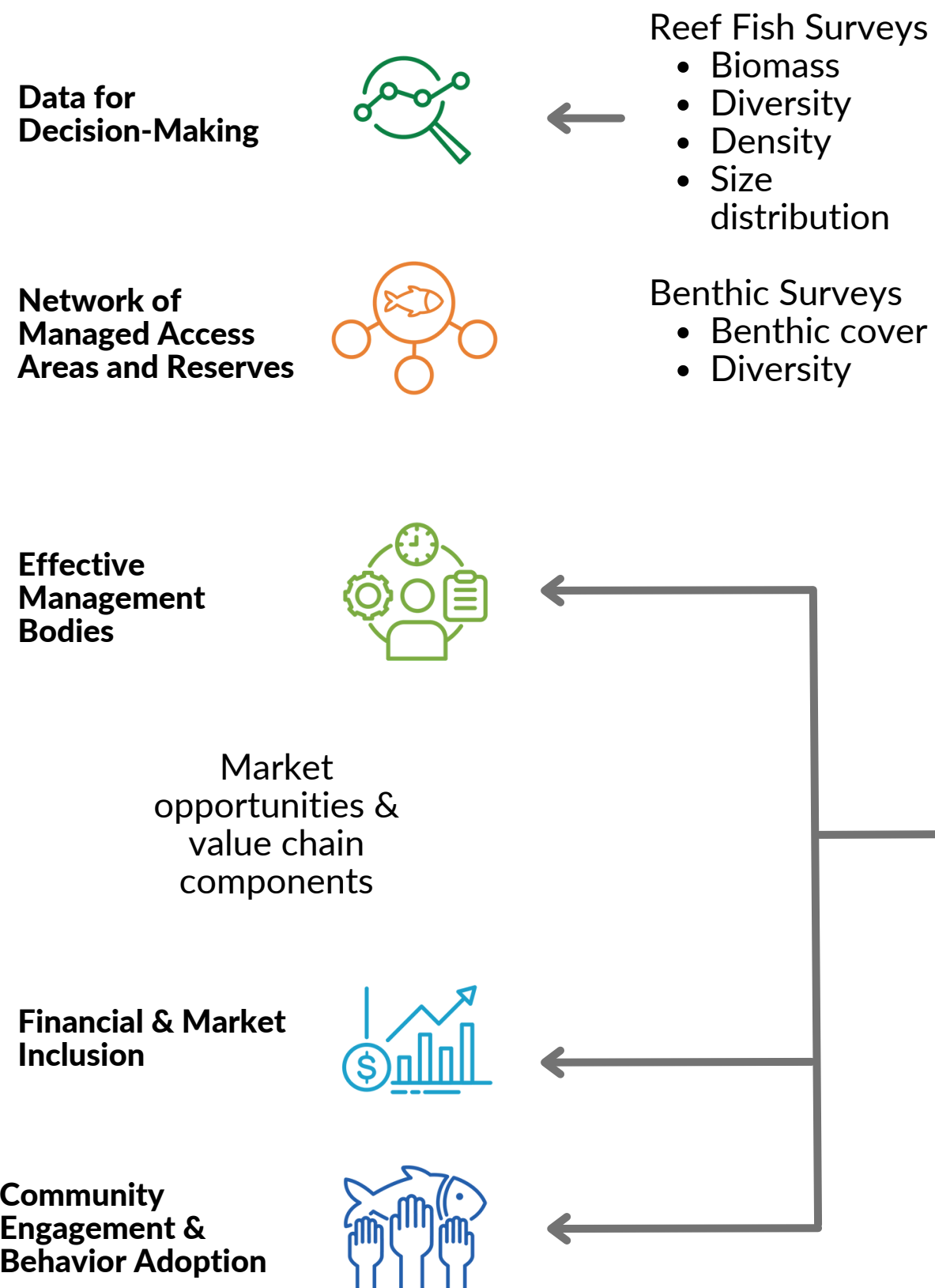
Profiling Primary Sources

Program Components





Program Components



Baselining Primary Sources

Ecological Surveys:

- Coral Reef (transects/ UVC, video transects, point intersect transects)
- Mangrove
- Seagrass

Household Survey (HHS):

- Basic information
- Livelihood
- Fishing related activities
- Household assets
- Financial resilience
- Social capital
- Knowledge
- Fishery management & compliance
- Food security
- Attitudes
- Expenditures & income



How do Profiling and Baseline activities contribute to FF Program components?

 PROGRAM COMPONENT	 PROFILING ACTIVITIES	 BASELINING ACTIVITIES
Data For Decision-Making	Participatory Habitat Mapping	• Fish Surveys • Benthic Surveys • Mangrove Surveys • Seagrass Surveys
Managed Access + Reserves	Participatory Habitat Mapping Socioeconomic Focus Groups	• Benthic Surveys • Mangrove Surveys
Effective Management Bodies	Participatory Habitat Mapping Socioeconomic Focus Groups Key Informant Interviews Observation	• Household Surveys



PROGRAM COMPONENT

Financial & Market Inclusion

Community Engagement & Behavior Adoption



PROFILING ACTIVITIES

Socioeconomic Focus Groups
Key Informant Interviews
Observation

Socioeconomic Focus Groups
Key Information Interviews
Observation



BASELINING ACTIVITIES

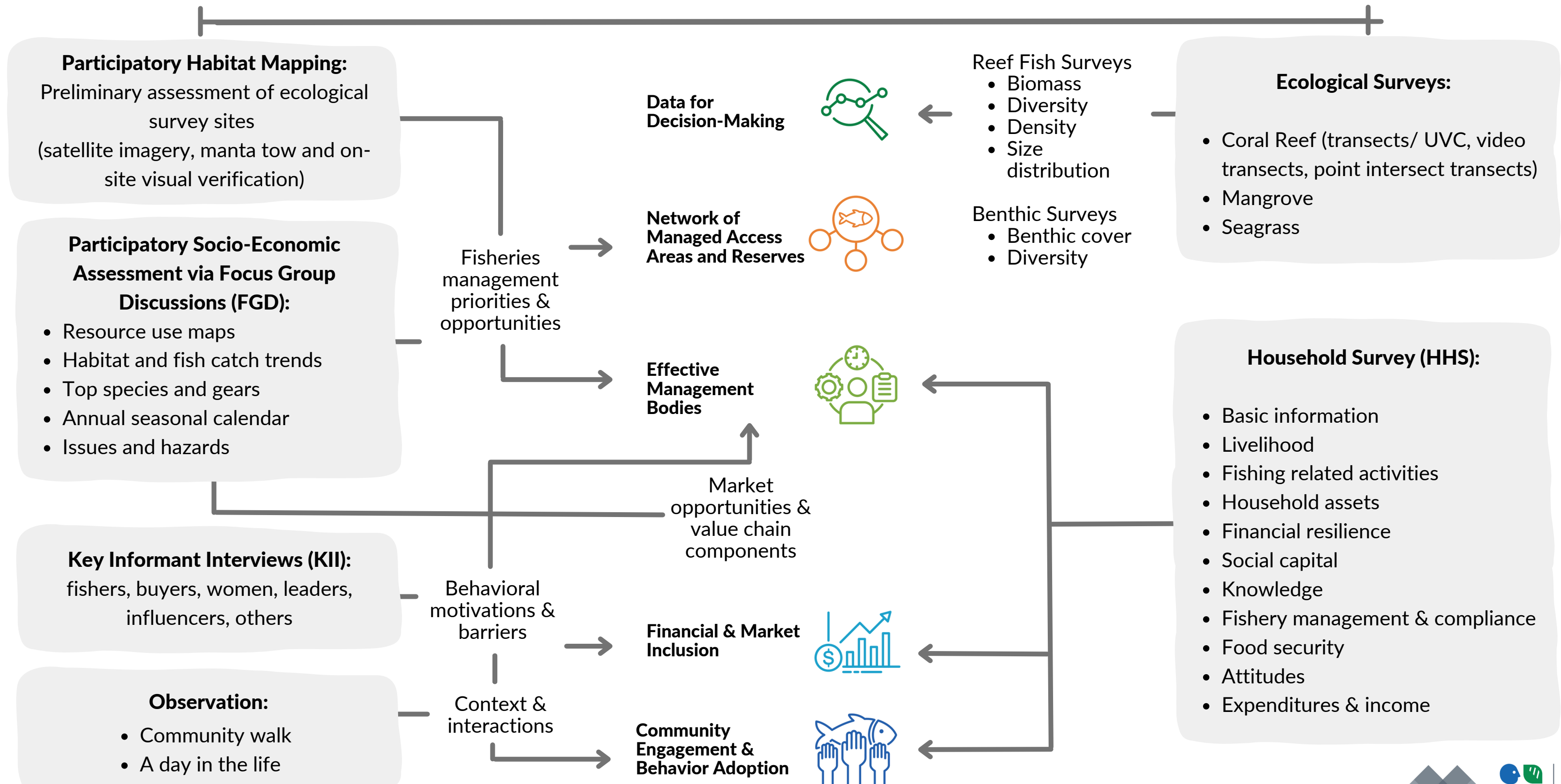
- Household Survey
- Household Survey



Profiling Primary Sources

Program Components

Baselining Primary Sources

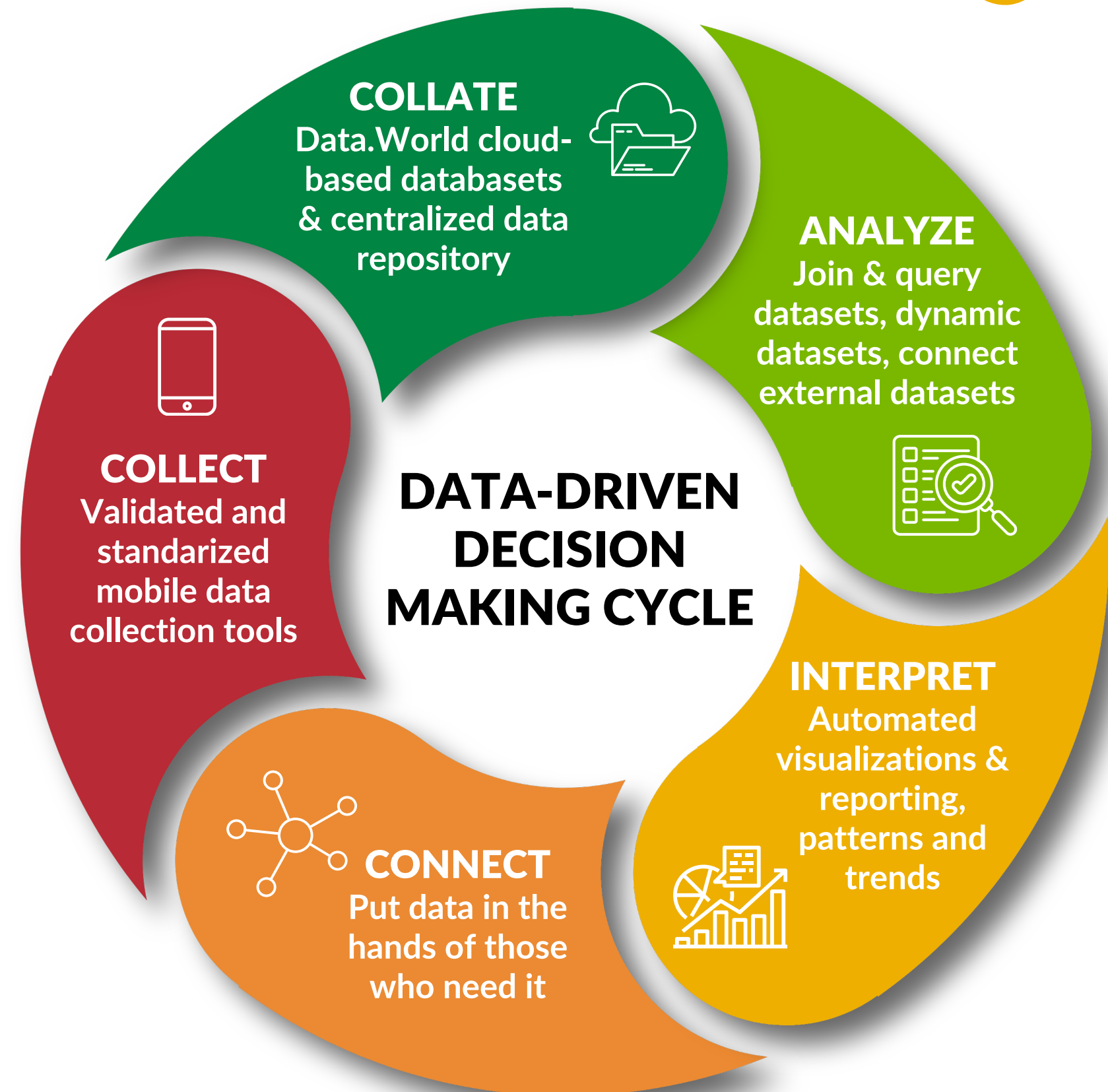




Data Management at Rare

For **Baseline** data, our goal is to use standardized forms to collect data.

For **Profiling** information, our goal is to use standardized templates to register consolidated results, and to use recorded audio of focus groups, interviews, and discussions to collect richer qualitative data.



4

Planning and Implementation

- Profiling and Baseline Activities ● Profiling and Baseline Roles
- Ensuring adequate gender representation ● Profiling Workshop



Overview of Profiling and Baseline Activities

1 MONTH

- Secondary Data Review
- Preparations



1 - 2 WEEKS BASELINING

(varies depending on sampling design)

- Household Surveys
- Ecological Surveys

PRO TIPS

- To facilitate report writing build time into field activities to systematize data and information.
- If resources allow it, contract a designer to do report diagramming and graphic design.



1 WEEK PROFILING WORKSHOP

(per cluster/group of communities)

- Participatory Habitat Mapping
- Participatory Socio-Economic Assessment
- Key Informant Interviews
- Observation

PRO TIPS

- Combine 3 - 4 villages into one Profiling workshop cluster
- If villages are very similar to one another, you may consider conducting less Profiling workshops



1 WEEK REPORT WRITING

NOTE:

THIS IS A SUGGESTED PROCESS AND TIMELINE, BUT IS FLEXIBLE TO LOCAL CIRCUMSTANCES. IT SHOULD BE ADAPTED TO IMPLEMENTING CONTEXTS.



Profiling and Baselining Roles



DATA GATHERING TEAMS

Secondary Data Review

Profiling:

- Participatory Habitat Mapping
- Participatory Socio-Economic Assessments
- Key Informant Interviews
- Observation

Baselining:

- Household Survey
- Ecological Surveys

Ideally done by Site Implementation Team (SIT)

Mix of Rare staff, the Site Implementation Team (SIT), implementing/co-delivery partners, interested and capable volunteers.

Pro Tip!

The more people on the data gathering team who are proficient in the local language, the better!

Ideally implemented by consultants and/or implementing partners with technical expertise.

Pro Tip!

Invest time in reviewing Global M&E plan to align tools, identify capacity gaps and practice using relevant data forms.



COMMUNITY PARTICIPANTS

Not required

Coastal community resource users and stakeholders that are willing to share daily activities, knowledge of the area and experiences.

Take gender aware actions to ensure adequate representation.

Remember to follow Household Survey (HHS) Global Guidance to ensure adequate sample design.



Profiling: Breakdown of data gathering teams and participants

 TOOL/ METHOD	# OF TEAMS	# OF PEOPLE AND ROLES PER TEAM	 PRO TIPS! RECRUIT PEOPLE THAT ARE:
Secondary Data Review	1 per cluster	1 - 2	Able to extract key information from multiple sources of data and are proficient with Microsoft Word and Excel
Participatory Habitat Mapping	1 per habitat	3 - 4	Passionate to learn about coastal ecosystems; from a variety of sectors (i.e. community, academia, partners, local agencies); physically fit and able to swim
Participatory Socio-Economic Assessment	1 per community	• 1 facilitator • 1 note-taker • 10 - 20 community members	• Good at making people feel comfortable, managing groups and drawing insights from participants • Able to take comprehensive notes of discussions and non-verbal signals, preferably in digital format • Representatives of diverse community groups: gender, ages, fishing practices, member of community-based organizations, savings clubs, etc.



 TOOL/ METHOD	# OF TEAMS	# OF PEOPLE AND ROLES PER TEAM	 PRO TIPS! RECRUIT PEOPLE THAT ARE:
Key Informant Interviews (KII)	1 per community	• 1 interviewer • 1 note-taker • 4 – 5 community members	• Good conversationalist that can draw deep insights out of people • Able to take comprehensive notes of discussions and non-verbal signals, preferably in digital format • Represent a set of key stakeholders for the FF program, i.e. buyer, local leader, fishers, women, members of community-based organizations, savings clubs, etc.
Observation	1 per community	• 1 facilitator • 1 note-taker • 6 community members	• Good conversationalist that can draw deep insights out of people • Able to take comprehensive notes of discussions and non-verbal signals, preferably in digital format • Interested in learning about their community from a different perspective



Ensuring Adequate Gender Representation



Why it matters:

- Women participate in every step of the fishery, from making and repairing equipment, to harvesting seafood, to processing catch, to buying and selling as fish traders. This makes their knowledge crucial for implementation strategy.
- Gender roles often define livelihoods and household roles, meaning that women who participate in the fishery or are dependent on fishing will often have different experiences, knowledge, and perceptions than men.
- Women are often excluded from fisheries decision making, leading to inequitable and ineffective strategies
- Excluding women from baselining therefore is unfair and unwise: it reinforces gender inequality, while leading to management decisions that ignore the key environmental, economic, and social issues women can reveal.





Ensuring adequate gender representation



How to do it:

GENDER AWARE ACTIONS

PRO TIPS!

Invite personally

There are higher probabilities of women participating in meetings and activities if an institutional representative they trust goes to their homes and invites them personally.

Schedule adequately

Ask yourself, your team and women from the community: What time is more suitable for women to participate? Is it when kids are at school, or after a traditional activity that takes place in the community?

Choose appropriate venues

Is it safe and acceptable for women to occupy the space and share it with men? Are there adequate bathroom facilities available?

Diversify facilitators and presenters

Integrate women and men into the team of people organizing and running activities, especially when surfacing diverse opinions is crucial.

Adapt as needed

Would women feel more comfortable sharing their knowledge in smaller and shorter meetings? Is it possible to have children-friendly meetings?



In summary you will need:

- 2 people to review Secondary Data and write the final report
- 2 facilitators, 1 interviewer and 3 note takers per Profiling workshop
- 20 – 31 community members to participate in Profiling workshop activities
- 3 – 4 people to conduct Ecological Surveys in each habitat
- 3 – 4 people to conduct Household Surveys per cluster of villages

Pro Tips!

- Build Site Implementation Teams' (SIT) and Implementing/Co-Delivery partners' capacity to organize and conduct Profiling and Baseline activities using Rare's methods and approaches.
- SITs can usually take on the roles of Secondary Data reviewers, facilitators, note takers and/or report writers.
- Be present as support and co-facilitator.



Profiling Workshop



A “Profiling Workshop” is helpful for introducing the concepts of Profiling and Baselineing, and for training staff and implementing partners in how to conduct activities. Attendees should leave the workshop understanding the methods of data collection, documentation, analysis, and interpretation.



Depending on your implementation context, you may want to hold this workshop in advance of Profiling & Baselineing activities; or you may want to combine the workshop with Profiling & Baselineing in a given site so that implementing partners can easily attend on-site trainings and then apply their knowledge.



Profiling Workshop Preparation

Scope Feasibility

Obtain consent from local leaders to conduct Profiling and Baselineing

Confirm budget availability

Define Fisheries Profile

Define content in collaboration with key partners

Verify you will still collect all FF 2.0 M&E and Climate Change Vulnerability Analysis (CCVA) data

Recruit Teams and Participants

Secure teams with experience in data collection methods, facilitation, and documentation

Ensure representation of diverse community members and stakeholders

Consider complexity of logistics

Secure Logistics

Lodging for data gathering teams

Venues for participatory activities

Food and Transportation

Pro Tip!
Make sure chosen venue is acceptable, accessible, and safe for all participants

Plan Facilitation

Finalize agenda, session plans and facilitator's guides for all activities

Verify and buy equipment and materials needed per session, activity, and team

Before you go!

Reconfirm with leaders and stakeholders

Conduct readiness session for profiling team to level-off on tools and process

Pro Tip!
Organize session plans and materials into kits for each team

On-Site

Test electricity, batteries, audio-visual equipment, presentations and software

Arrange room and seating in a way that stimulates equal participation



Sample Profiling Workshop Event Plan



Sample Learning Objectives:

After the training, participants will be able to:

- Demonstrate the conduct of coastal and fisheries resource profiling using participatory methods;
- Conduct participatory data collection, resource mapping, calendar diagramming, stakeholder and community mapping.
- Encode available data in preparation for creating the Coastal Environment and Fisheries Profile and Coastal and Fisheries Resource Management Planning for the municipality.

Sample Expected Outputs:

- Maps marked with habitat, common fishing areas and gears used; as well as hazards and issues
- Stakeholder and village infrastructure list
- Annual seasonal calendar and trend diagrams
- Filled out interview sheets
- Consolidated community walk map



Pro Tip!

To be mindful of community members' time, recommended duration for Profiling activities are:

- Focus Group Discussion (FGD): 1.5 - 2 hours per tool (trend diagram, seasonal calendar, etc.)
- Key Informant Interviews: 1 - 1.5 hours per interview
- Observations: 2 - 4 hours per group.

Therefore, depending on the distance between communities, availability of support staff and logistical resources the same team can implement profiling activities in multiple communities in one day.

	JULY 16	JULY 17	JULY 18	JULY 19	
FGD AM	TARLAN/RIZAL	TANGBO	GARCIA	WOMEN'S CENTER	
FGD PM	ABAD/MAGSAYSAY	ALEGRIA		8 AM	
MANGROVES	MAGSAYSAY	T. ARLAN	RIZAL	X	
SEAGRASS	GARCIA ALEGRIA TANGBO	RIZAL T. ARLAN	MAGSAYSAY ABAD	X	
CORALS/ MANTA TOW	GARCIA ALEGRIA TANGBO	RIZAL T. ARLAN	MAGSAYSAY ABAD	X	

HABITAT	MANGROVE	SEAGRASS	MANTA TOW
RARE	LITO MANCAO IVAN		-DANTE LIMPOT CLAUDIA ESPINOSA
LGU	GILBERT URSOA	- NESTOR DOLOR LEI ANDR LAPLADA	ELGU/UGA - CARL PELENA - ANTONIO PERAL - ROBERTO ALDO - NESTOR B. PALL
DENR	FLORDICANTE SOLON BENITO COMON	- LIZA MATUKAN LOI MARIE OLAGUER	
BFAR	LINDON GARAY APRIL BOY ORTIZ EVER ENALDO MARK SANCHEZ	- HARRIET JANI CASALOG CHARNE CORTON	
		BFAR - NERISSA IYOG	

FGD - TEAM 1	
RARE	- JULIUS GUIRTEN - TINETTE DREO - PAOLO DOMONDON - CLAUDIA QUINTANILLA
LGU	- DELIA ESCOBAL - PURISIMA DESORIO
FGD TEAM 2	
RARE	- DIVINA LADE - JERIC PAUL SILDORA - FEL CADIZ - ERIK THULIN
LGU	- SUSANA BIOL - JOSELITO FEBRA

Daily distribution of participants:

- Top left: days, data collection method, communities
- Bottom left: habitat type, organization, names
- Right: FGD team composition



Pro Tip!

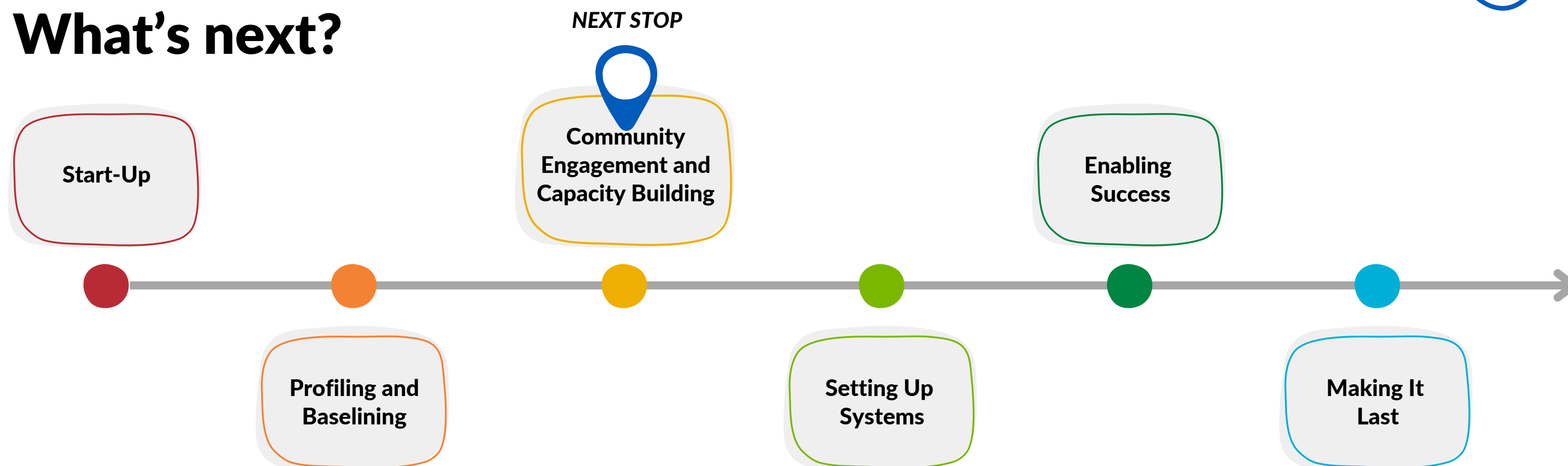
Conduct a full team briefing every day to:

- Check the information gathered
- Identify research gaps and challenges
- Adjust activities to emerging needs
- Review the next day's logistics
- Introduce new-comers to the group
- Enhance team-building





What's next?



Use results to:



- Establish baselines for indicator metrics
- Plan and implement MA + R design workshops with key stakeholders
- Prepare and conduct trainings to build Effective Management Bodies
- Adapt and launch first wave of Community Engagement and Behavior Adoption strategies
- Design initial Financial and Market Inclusion strategies
- Roll-out technology-based solutions for Fisheries Management (i.e. Fisher Registration, Our Fish)



Complementary Resources



KEY INFORMANT INTERVIEW(KII) or In-Depth Interview

Key Informant Interview (KII) or in-depth interview is a form of qualitative research that entails a private, one-on-one interview with a key informant or a member of a target audience to explore the respondent's thoughts and feelings. The interviewer uses an interview guide to structure the interview. In-depth interviews are typically 45 to 60 minutes in length.

In-depth interviews are useful when you want detailed information about a person's thoughts and behaviors or want to explore new issues in depth. Interviews are often used to provide context to other data (such as focus groups or observation), offering a more complete picture of what is happening within a community and why.

Strengths	Challenges
• A clear advantage to individual in-depth interviews is that responses are not "contaminated" by other people's reactions the way they may be in a group discussion. • The individual in-depth interview is also easier for the researcher to control than a focus group in which participants may take more of a leadership role. • Interviewers are typically able to cover more questions with individuals versus a group.	• Because respondents of individual in-depth interviews are "isolated" from a group setting, they may filter their responses and may therefore hold critical information or be dishonest about their responses. • Without the aid of a documenter, note-taking can be challenging, especially if the respondents refuse digital recording. • The information obtained from in-depth interviews cannot be generalized to a population.

Common Myths

Participatory Resource Profiling and Key Informant Interview Tools

Guidance on primary data gathering via focus group discussions and key informant interviews; as well as, step-by-step facilitation guides for conducting trend diagrams, seasonal calendars, resource and stakeholder mapping.

Ecological Monitoring Global Guidance

Guidance on sampling design, field methods, data analyses, interpretation and communication.



Household Survey (HHS) Global Guidance

HHS questionnaire and sampling design guidance.



A Global Hub Resource



Learn More

[Fish Forever Implementer Resources](#)