



EXPLORER ENCOUNTERS

Conservation Storytelling
in the Digital Age

Official Speaker Profiles

'Explorer Talks' Speakers (6:30-7:30 pm)

Photo	Topic	Bio
Yannick Kuehl 	Welcome Remarks • Storytelling for Conservation • National Geographic Society Explorers Grant Program	Dr. Yannick Kuehl is the Senior Director Asia-Pacific of the National Geographic Society (NGS), based in Hong Kong. NGS is a nonprofit scientific and educational organization that pushes the boundaries of exploration to further our understanding of our planet and empower us all to generate solutions for a more sustainable future. For 130 years, NGS has funded groundbreaking scientists and explorers and shared their findings with the world. Yannick is the lead programmatic representative for NGS to advance NGS' priorities in Asia and to grow the community of Explorers in Asia. For over 10 years, Yannick worked on various ecosystem-based sustainability issues in Asia – e.g. on food production, climate change, sustainable consumption, biodiversity and forestry. Previous to NGS, Yannick worked as Regional Director, East Asia, of TRAFFIC, an alliance of WWF and the International Union for Conservation of Nature (IUCN). TRAFFIC ensures that trade in wild animals and plants is not a threat to the conservation of nature. Based at WWF in Hong Kong, Yannick directed TRAFFIC's conservation programme in China, Japan, Taiwan, Hong Kong, India and Nepal and was leading the implementation of TRAFFIC projects in research, policy advice, communications and capacity-building. Before that, he was based in

		Beijing for three years as a Forest and Climate Change Expert for the International Network for Bamboo and Rattan (INBAR) and the German Development Cooperation (GIZ). He obtained his BSc at Humboldt University in his hometown Berlin - with a short stint at the University of Mauritius. He then obtained his MSc in 2007 and PhD in agricultural economics in 2010 at the University of Hohenheim and the China Agricultural University - where he also worked as an Agricultural Economist. His doctoral thesis focused on sustainable resource use in the North China Plains.
Hannah Reyes Morales 		Hannah Reyes Morales was born and raised in Manila. She is curious about the stories people tell themselves in the midst of adversity. This includes photographing human trafficking at sea for The New York Times, reporting on forced marriages in Cambodia for Al Jazeera America, and documenting changing indigenous cultures in the Philippines for a grant from National Geographic. Recently, through a grant from the GroundTruth Project, she documented the lives of displaced Filipina women who wound up in the sex trade after frequent typhoons. She is part of MAPS, a collective effort proposing new ways and approaches of storytelling to address the world's changing environment and societies. She is a recipient of a SOPA award for excellence in digital reporting for her work in the Outlaw Ocean series for The New York Times. In 2017 she received the Chris Hondros Memorial Award in the Eddie Adams workshop, and is currently part of World Press Photo's 6x6 Program. In 2018 she was named as one of PDN's 30 new and emerging photographers to watch, and the British Journal of Photography's 'Ones to Watch'. She is based in Manila.
Prasenjeet Yadav 		Prasenjeet Yadav is a molecular ecologist turned photographer and a National Geographic Explorer. Prasenjeet holds a masters degree in molecular biology and has pursued research in molecular ecology for several years at National Centre for Biological Sciences in Bangalore, India. Early in his scientific career, he realized that his real passion lay in storytelling. He now combines his experience in research with his photography skills to popularize ecological and conservation sciences in the wider society. Prasenjeet is one of the very few photographers who integrates science deeply into his photo stories. He chooses ignored subjects, landscapes, and species and find ways to develop engaging and accessible photos. For every story, he collaborates with researchers, managers, policymakers as well as conservationists. Along with the larger stories, he also produces stories that are directed at specific audiences who have the power to create lasting change.

		His previous projects helped bring light on sensitive issues such as climate change and its effects to high elevation Himalaya and effects of windmills on the surrounding ecosystems raising questions about how green is our green energy. He is a founder member of 'Shoot for Science' which is an initiative to train scientists in science communication. Under his explorer's project, he produced a story on the evolution of species in the Shola Skyislands of the Western Ghats which was published and exhibited at National Geographic, Telluride, Banff, NCBS, etc. He is represented by National Geographic Creative and is currently working in the Central Asia's high mountains and the Western Ghats of India. Prasenjeet's luggage is currently based in Bangalore, India and he is constantly on the move.
Dr. Alessandro Ponzo 		Dr Alessandro Ponzo is the Founding Director of Large Marine Vertebrates Research Institute Philippines (LAMAVE), a non-profit organization dedicated to the conservation of marine megafauna and their habitats in the Philippines. Having initially trained as a Doctor of Veterinary Medicine, he later went on to study animal behaviour and to date has studied marine animals across the world. Since 2010, he has dedicated himself to the research and conservation of marine animals in the Philippines. To date LAMAVE has worked in ten different provinces in the country, studying and creating conservation strategies for whale sharks, rays, turtles, marine mammals and sharks.

Workshop Facilitators (3:00-5:30 pm)

Photo	Name	Workshop	Bio
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	Patricia Ann Faustino Assistant Speaker: Paul Siochi	No to Numbing Numbers: Seeing Stories in Stats Numbers are meaningless unless concretized, contextualized, and woven into the fabric of a compelling story. This talk will cover practical ways of using visualization and creativity to make stats and data come alive.	Pia is the Data Storytelling Manager at Thinking Machines, where she leads teams of designers and engineers in building systems that transform data into insight. Equipped with over eight years of experience in the media industry after working at GMA Network as a producer and social media manager, she joined Thinking Machines as one of its first employees in 2015. She graduated Cum Laude from Ateneo de Manila University where she took up Communications. A journalist turned coder, Pia is enjoying her shift to the tech industry, where the impact of data on national and social issues is traceable and excitingly measurable.
	Sally Snow	Visual Storytelling – the WHY and the HOW in Conservation Visual Storytelling (photographs and film) can create an emotional connection between your subject and your audience; at its best, it can advance your conservation goals, inspire people to take action or change their behaviour. This workshop will raise the question of WHY you should choose visual content, WHO you should be targeting, the TOOLS you need to	Sally Snow is a Zoologist and Filmmaker. She is one of four Executive Directors for Large Marine Vertebrates Research Institute Philippines (LAMAVE), a non-profit organization dedicated to the conservation of marine megafauna and their habitats in the Philippines. Sally focuses on the NGO's media output, in-house and with the press. A passionate science communicator she has worked with National Geographic, PTS and the BBC, including work on Blue Planet II and going undercover for BBC Three to expose the darker side of wildlife tourism. She is a grantee of the Conservation Media Group.

		achieve this and HOW best to align this with your conservation goals. Whether you've got a smartphone or a film crew, you can use storytelling to bring science and conservation into the spotlight.	
	Issa Tobias	"Turning Conservation Intent into Impact" Digital has fundamentally changed the way people interact with brands. With the ability to swipe away or fast forward through content not of interest, consumers reward brands that invite them in, rather than interrupt them. We need to build marketing experiences for the consumer's current mindset, meeting her where she is in her journey, rather than pushing her to the mindset we hope to impose. Learn how Google Search, YouTube and Google My Business can help you find those who are already searching for how to contribute to the cause, scale the motivation to a wider audience, and turn	Issa is an experienced digital practitioner with a demonstrated history of working in the marketing and advertising industry. She is skilled in digital strategy, user experience, advertising, integrated marketing, and campaign management.

		intent into action that will create real world impact.	
	Vince Cinches	“The Importance of Campaigning in Resource Protection and Conservation” Objective of the presentation: To be able to discuss and unpack the role of campaigning in advancing the rights of the community to a healthy and balanced ecology, and provide the necessary tools to start, maintain, and win campaigns.	Vince Cinches is currently the Philippines' Oceans and Political Campaigner for Greenpeace Southeast Asia, focusing on developing and passing global and local environmental policies. His focus areas are fisheries, including issues on sharks, tuna, sustainable seafood, and developing strategic framework for political work. pro He also co-founded Save Sharks Network Philippines (SSNP), a coalition of prominent organizations in the scientific, NGO, and tourism communities in the Philippines that campaign for the global protection of various shark species at CITES and CMS. He started in the early 90s as a student activist, then as a trade union organizer and a community organizer, before jumping ship to the environmental cause in early 2000s to co-lead Cebu Alliance for Renewable Energy and led various successful environmental campaigns such as the campaign against the reclamation project in Panglao Bohol. He also co-founded Save Tanon Strait Citizens Movement who joined the dolphins to file a supreme court case against the Japanese oil drillers. Vince is a diver, an aspiring ecological farmer, a forgotten poet, and a frustrated cook. A fire-starter that finds joy in free hotel sewing kits.

Hosts, Moderators, and Performers

Name	Photo	Bio
	Alfonso Tomas P. Araullo (Explorer Talks Moderator)	Atom Araullo is an award-winning multimedia journalist and documentarist. He currently hosts GMA Network's "Atom Araullo Specials," a monthly documentary that tackles pressing social issues. After joining GMA-7 in September 2017, Araullo has become one of the hosts of i-Witness, the country's most awarded and longest-running documentary program. Araullo recently earned two gold medals at the prestigious 2018 US International Film and Video Festival - one for his first i-Witness episode



entitled "Silang Kinalimutan," a documentary on the plight of the Rohingya people; and another for his first GMA documentary special, Philippine Seas, which uncovered the wonders of and threats to the country's marine resources.

Araullo previously worked as a TV host and correspondent of ABS-CBN News and Current Affairs, reporting various news events from the scene and anchoring programs like Red Alert and Umagang Kay Ganda.

His climate change documentary "Warmer," which was produced after his extensive coverage of Super Typhoon Yolanda (Haiyan), won the Bronze World Medal at the 2017 New York Festivals Television and Film Awards. It was also a recipient of the UN Department of Public Information Special Award.

In June 2017, Araullo started to serve as a Philippine High Profile Supporter and advocate of UNHCR, the UN Refugee Agency. Araullo has been a staunch human rights advocate since college. He was an active student leader in the University of the Philippines Diliman, where he graduated with a Bachelor of Science degree in Applied Physics.

Recently, Araullo founded the digital content group FYT.PH with his friends in the media industry. They hope to create immersive and informative content through cutting-edge multimedia, telling stories they hope can educate, inspire, and ultimately change lives.



Paco Guerrero

Francisco was born in the Philippines and in his youth lived in several countries around the region. He attended the Brooks Institute of Photography in Santa Barbara and Goldsmiths College, London from which he holds a BA in Anthropology and Communications.

He opened his first studio in Barcelona in 2002 eventually moving back to Manila in 2009 .He continues to work with both commercial and editorial clients in Asia, Europe and the Middle East.

He is also a founding member and Executive Editor of Grid Magazine, an independent travel publication focusing on Philippine Travel.