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Republic of the Philippines  
**Department of Environment and Natural Resources**

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**MEMORANDUM**

**TO :** All Regional Executive Directors

**FROM :** Undersecretary for Special Concerns  
and OIC Director

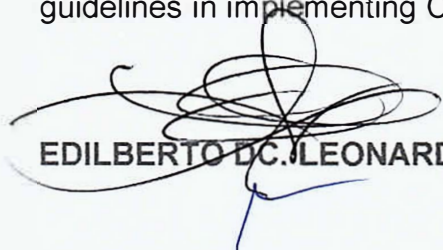
**SUBJECT :** GUIDANCE FOR THE IMPLEMENTATION OF THE COASTAL  
AND MARINE ECOSYSTEMS MANAGEMENT PROGRAM  
COMPONENTS FOR CY 2021

Pursuant to the Department Administrative Order No. 2016-26 otherwise known as the Guidelines for the Implementation of the Coastal and Marine Ecosystems Management Program (CMEMP), herewith is a detailed guidance to all in implementing the components of CMEMP for CY 2021.

This Memorandum Order likewise prescribes a standard reporting template for the submission of CMEMP accomplishments. A supplemental Memorandum for each component may also be provided by this Bureau on a later date in order to address the limitations in conducting activities due to the COVID outbreak.

In terms of the submission of accomplishment reports, the BMB should receive the reports from the region on or before the last regular working day of the month depending on the period specified (i.e., March 31 for quarterly, December 29 for annually). Individual activity reports must also be then signed and noted by the Regional Executive Director, fifteen (15) days after the completion of the activity.

All Regional Directors and Field Offices are directed to comply with the attached guidelines in implementing CMEMP for this year.

  
**EDILBERTO D. LEONARDO**



Cc: All Chiefs, Conservation and Development Divisions  
All Chiefs, Coastal Resources and Foreshore Management Section  
All Chiefs, Planning and Management Divisions  
All Chiefs, Finance Division

Attachments:

- (1) Guidance for the Implementation of the CMEMP Components for CY 2021
- (2) Annex I: Reporting Template for CMEMP
- (3) Annex II. Habitat Extent per habitat per PA according to the CRM data of NAMRIA
- (4) Annex III. Water Quality Monitoring Plan
- (5) Annex IV. Guidelines for the Conduct of Water Quality Monitoring Within the NIPAS MPAs and EMB Memo (Signed 2019 by Usec Cuna)
- (6) Annex V. DAO 2016-28: Fees and Charges for various services of the Environmental Management Bureaus
- (7) Annex VI. Response plan outline
- (8) Annex VII. DAO 2021-13: Guidelines for Development and Recognitions of BDFE within NIPAS MPAS and Conservation Areas, Providing for Incentives and Supporting Mechanisms
- (9) Annex VIII. Guidance to Accomplish the Attendance to Enhancement Trainings on NIPAS MPA Capacity Building Program Indicator under Capacity Building component of CMEMP
- (10) Annex IX. Memorandum was issued March 1, 2021 Reiterating the Memorandum Providing Alternative Activities for Green Fins Implementation
- (11) Annex X. Memorandum dated February 15, 2021 Reiterating the Memorandum Guide in the Implementation of Technical Assistance on Integrated Coastal Management (ICM) as one of the CMEMP

## GUIDANCE FOR THE IMPLEMENTATION OF THE COASTAL AND MARINE ECOSYSTEMS MANAGEMENT PROGRAM COMPONENTS FOR CY 2020

### A. MPA/MPA Networks Establishment and Strengthening

For 2021, the component on MPA/MPA Networks Establishment and Strengthening is further broken down into seven (7) sub-components based on the targets of the regions:

Activity	Performance Indicators	Reporting and Frequency	Budget
1. Monitoring of corals, mangroves, and seagrass per PA	no. of PAs monitored with hectares covered	Habitat monitoring report within the CMEMP Annual Accomplishment Report  And  Progress report within the quarterly monitoring and evaluation report	150,000 per habitat per PA  150k corals 150K seagrass 150K mangroves  e.g., 450K per pa (if all three are present)
2. Water Quality Monitoring within Legislated NIPAS PA/ Total actual pollution load on coastal and marine ecosystems within PA	no. of PAs assessed/ monitored on water quality parameters	WQ assessment reports with recommendations within the CMEMP Annual Accomplishment report  Progress report within the quarterly monitoring and evaluation report	85,000/ PA
3. Marine Protected Areas Networking (NIPAS- locally managed, NIPAS- NIPAS)	No. of inventory of MPAN completed	MPA Networking report within the CMEMP Annual Accomplishment Report	800,000/ Region

	No. of MPAs Network established	Progress report within the quarterly monitoring and evaluation report	
	No. of MPA network strengthened		
4. Maintenance and protection of coastal and marine ecosystems (e.g. reduction of threats and pressures identified, enforcement, etc.)	no. of areas patrolled with ha covered	Maintenance and protection report within the CMEMP Annual Accomplishment Report	Area/NIPAS MPA-Specific <10,000 has.: 100,000 10,000 to 50,000 has.: 150,000 60000 to 100,000 has.: 200,000 105,000 and above has.: 300,000
	no. of response plan developed	And the quarterly monitoring and evaluation report	
	no. habitats surveyed with pressures and threats identified		100,000/ PA
	no. equipment maintained/ repair (boat, gears, signages, buoys, camera, monitoring tools/ equipment etc.).		100,000-300.000/ PA
	no. of direct activities conducted		

5. PASA for Initial Components for Elevation (establishment/ disestablishment)	no. of operational activities conducted; no. of PAs regularly monitored	CSW with complete attachments: PASA Report Documentation of Public notification and consultations Proclamation/bills and maps endorsed to OSEC thru BMB  Progress report within the quarterly monitoring and evaluation report	<1,000 has.: 500,000  1,000-50,000 has.: 570,000  50,000-150,000 has.: 650,000  150,000-250,000 has.: 750,000  250,000-350,000 has.: 850,000  >350,000 has.: 920,000
6. Delineation of Boundaries for Proclaimed PAs	Corners and length of boundary relocated/ established (no)  Stakes installed (no)  Boundary delineation report and map submitted to the Secretary thru the BMB	Delineation status report within the CMEMP Annual Accomplishment report  Progress report within the quarterly monitoring and evaluation report	11,400/km Per diem, hiring of laborers, signage and stakes
7. Demarcation of Boundaries for Legislated PAs	Corners and length of boundary relocated/ established (no)	Demarcation status report within the CMEMP Annual Accomplishment report	27,800/km Corners w/in sea or water bodies:  250,000/buoy Per diem, hiring of laborers, signage

	Monuments installed (no)	Progress report within the quarterly monitoring and evaluation report	and monuments/buoys
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*On Monitoring of PAs:*

1. The Regional Office will facilitate partnership building with State Universities and Colleges and other agencies (e.g. BFAR), as deemed necessary, for the joint conduct of monitoring of habitats (corals reefs, seagrass, mangrove), in particular to NIPAS MPAs and candidate sites for MPANs.
2. A conduct of ground truthing on the Remote Sensing images, available maps and other relevant data/information on coastal and marine (coral reef, mangrove area, and seagrass beds) if not yet ground truthed in the past and the actual habitat extents of each habitat within the Protected Area are not yet determined. The report shall include an updated map that shows the location and extent of each coastal and marine habitats within the PA. It must show the total hectareage of each habitat. Habitat Extent per habitat per PA according to the CRM data of NAMRIA has been attached for your reference (*Annex II*).
3. All baseline data on the status and condition of each PA from the baselining conducted in the past should be included as introductory of the PA Profile.
4. Each PA should establish a permanent monitoring blocks following the Technical Bulletin No. 2017-05. This may be established in partnership with SUCs and or other institutions as necessary.
  - a. For coral reefs, place a 10 x 10 x 2 inches monitoring block made of 1:4 bag of cement to bags of sand mixture with chicken wire inside. A center hole for iron stake, molded using a small PVC water pipe. Iron stake is 18 inches long and has a horizontal cross bar at around 2 inches from the top and about 2 inches long. Cross bar pegs are made of steel rebar that are used to ground the blocks in place. The pegs are usually 25.4 cm long with a 2 inch rebar steel welded on the top portion of the peg. This will be placed at the 0-m mark of every transect at the monitoring site. If resources permit, another block can be placed at the 50-m mark. Ensure minimum to no damage on coral reefs while placing the monitoring block. (*Licuanan, et. al., 2019 - Handbook of Protocols for the Conduct of Reef Assessment in the Philippines*)
  - b. For mangroves, the entire plot will be divided into grids where each grid has a dimension of 10 x 10-m. Monument markers made of cement inside PVC will be driven in every corner and center of each grid. These corners will later be geo-coded for easy identification in the field and as future reference for efficient encoding of data. In addition, it can be suggested to establish a

reference point/ witness corner with good reception in the GPS of at least 3 m accuracy level for coordinates. Determine the distance and bearing from the witness corner to the monitoring plot. Witness corner is a post or monument used especially by surveyors as a reference point for the location of an inaccessible corner. (*Draft BAMS on Mangrove, updated version as of 2020*)

- c. For seagrass, there is no recommended installation of monitoring blocks (or pegs) due to high and continuous wave activity as well as substrate instability on the shore. However, ensure that GPS coordinates from the 0- and 50-m mark of the transect be recorded during assessment for tracking or reference during the monitoring activity.
5. Technical Bulletin No. 2019 - 03 and 2019 – 04 will be used as reference in the conduct of monitoring, with data analysis.
  6. Category/condition indices will be based on the following:
    - a. Coral Reefs (Licuanan et al, 2017 as cited in TB No. 2019-04)

<b>Hard Coral Cover (HCC) Category</b>	<b>% HCC</b>
HCC Category A	>44% HCC
HCC Category B	>33%-44% HCC
HCC Category C	>22%-33% HCC
HCC Category D	0%-22% HCC

<b>Diversity Category*</b>	<b># of Taxonomic Amalgamation Units (TAUs)</b>
Diversity Category A	>26 TAUs
Diversity Category B	>22-26 TAUs
Diversity Category C	>18-22 TAUs
Diversity Category D	0-18 TAUs

\*Diversity Category is optional; can be reported by RFOs who have developed their technical expertise on TAUs already.

- b. Seagrass (from Amran, 2010)

<b>Condition</b>	<b>Coverage</b>
Very Good	>75.4%
Good	50.5 – 75.4%
Fair	25.5 – 50.4%
Poor	5.5 – 25.4%

Very Poor	<5.5%
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c. Mangrove (from Deguit et al., 2004)

Condition	Criteria
Excellent	-76% and above crown cover -10 or more regenerants per m <sup>2</sup> -5m or above average tree height -Undisturbed to negligible disturbance
Good	-51 to 75% crown cover -7 to 10 regenerants per m <sup>2</sup> -3 to 5m average tree height -Slight disturbance and few cuttings
Fair	-26 to 50% crown cover -5 to 6 regenerants per m <sup>2</sup> -2 to 3m average tree height -moderate disturbance and noticeable cuttings
Poor	-0 to 25% crown cover -Less than 5 regenerants per m <sup>2</sup> -Less than 2m average tree height -Heavy disturbance/cuttings/pollution, rampant conversion to other uses, nearly destroyed

d. Fish

Category (from Hilomen, et al., 2000)	Species Diversity (species/1000m <sup>2</sup> )	Fish Density (ind./1000m <sup>2</sup> )
Very High	>100	>7,592
High	76-100	2,268-7,592
Moderate	48-74	677-2,267
Poor	27-47	202-676
Very Poor	0-26	0-201

Category (from Nanola, et al., 2006)	Fish Biomass (MT/km <sup>2</sup> )
Very High	>41
High	21-40
Medium	11-20
Low	6-10



Very Low	<5
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7. Necessary attachment such as map shape files/ data set and comprehensive habitat monitoring report shall be deposited on a provided folder for google drive
8. Comprehensive assessment report shall be deposited to a repository google drive folder together with the shape files and datasets

*On Water Quality Monitoring within Legislated PAs:*

1. The Regional Office will coordinate with their respective Regional EMB counterparts for the development of an initial Water Quality Monitoring Plan (*outline provided as Annex III*) to establish monitoring stations among others, subject to finalization in the following years, and the conduct of the water quality monitoring as a pilot-test of the WQMP. Refer to Memorandum dated September 7 and 8, respectively on the Guidelines for the Conduct of Water Quality Monitoring Within the NIPAS MPAs and EMB Memo (attached as *Annex IV*.) The following Manuals produced by EMB shall also be considered in the development of the initial WQMP available at:  
<https://water.emb.gov.ph/wp-content/uploads/2017/09/Water-Quality>
  - a. Volume I is a guide to **monitor the surface waters in rivers and streams, lakes and similar water bodies, and marine waters (coastal and offshore), and**
  - b. Where applicable, Volume II is a guide to monitor the quality of **effluent from industries and other regulated wastewater dischargers.**
2. Basic water quality parameters to be measured are the following:
  - a. Color (TCU)
  - b. Dissolved oxygen (minimum) (mg/L)
  - c. Fecal Coliform (MPN/100 mL)
  - d. Nitrate as NO<sub>3</sub>-N
  - e. pH (range)
  - f. Phosphate (mg/L)
  - g. Temperature ( degrees C)
  - h. Total Suspended Solids (mg/L)

Methods in measuring each parameter will be based on Department Administrative Order No. 2016-08: "Water Quality Guidelines and General Effluent Standards of 2016".

As part of the convergence initiative of the DENR-BMB and the DA-Bureau of Fisheries and Aquatic Resources. Regions are also encouraged to coordinate and collaborate with the BFAR Regional counterpart in assessing other biological parameters in their respective monitoring stations (e.g., Harmful Algal Blooms) to be included in the narrative of their report.

3. The Water Body Classification and Usage of Marine Waters based on Table 2 of Section 5.0 (Classification of Water Bodies) of the Department Administrative Order No. 2016-08 shall be used for the marine component of NIPAS PAs:

Classification	Intended Beneficial Use
Class SA	<ol style="list-style-type: none"> <li>1. Protected Waters - Waters designated as national or local marine parks, reserves, sanctuaries and other areas established by law (Presidential Proclamation 1801 and other existing laws) and/or declared as such by appropriate government agency, LGUs, etc.</li> <li>2. Fishery Water Class I - Suitable for shellfish harvesting for direct human consumption</li> </ol>
Class SB	<ol style="list-style-type: none"> <li>1. Fishery water Class II - water suitable for propagation of shellfish and intended as spawning areas for milkfish and similar species</li> <li>2. Tourists Zones - For ecotourism and recreational activities</li> <li>3. Recreational Water Class I - intended for primary contact recreation (Bathing, swimming, skin diving, etc.)</li> </ol>
Class SC	<ol style="list-style-type: none"> <li>1. Fishery water Class III - For the propagation and growth of fish and other aquatic resources intended for commercial and sustenance fishing</li> <li>2. Recreational Water Class II (for boating, fishing or similar activities)</li> <li>3. Marshy and or mangrove areas declared as fish and wildlife sanctuaries</li> </ol>
Class SD	<ol style="list-style-type: none"> <li>1. Navigable Waters</li> </ol>

4. Water quality monitoring shall be conducted once per season (wet and dry).
5. As need arises, given that some regions require reagents in the conduct of Water Quality Monitoring, Regions can request funding support from BMB.
6. Regions should have developed Water Quality Monitoring Plan and identify sites within the PA (possible site on river outlets to SAPA areas and outside the 1 control.
7. Each PA should have a PAMB Resolution on the permanent Water Quality Monitoring and Assessment site inside and outside the PA
8. For this year, monitoring sites will be established in existing multiple use and strict protection zones. Within the MUZ, number of sampling sites will vary

depending on the number of uses in that protected area as indicated in the table of water classification shown on item # 3.

9. Refer to DAO 2016-28 on Fees and Charges for various services of the Environmental Management Bureaus. (Annex V.)
10. Request for the list of Recognized Laboratories on water quality parameters from the Regional EMB (you may also check on their website).
11. In addition, monitoring sites will be established in the river mouth and identified sites within watersheds, draining to the protected area following the same guidelines under DAO 2016-08 to determine the impact of the upstream to the marine environment.
12. A minimum of three sites is recommended per monitoring station.

Sample raw matrix showing reading for three sites:

PARAMETERS	Station 1				Station 2				Sation n...			
	Site 1	Site 2	Site 3	Ave	Site 1	Site 2	Site 3	Ave	Site 1	Site 2	Site 3	Ave
DO												
pH												
Salinity												

13. For PAs which are likewise Water Quality Management Areas (WQMAs), coordination and/or participation in the conduct by concerned EMB regional Office of water quality monitoring shall be endeavored and reported to BMB annually.
14. Results with recommendation on water quality monitoring per protected area for the 2 seasons (wet and dry) will be submitted to BMB annually following the prescribed format in *Annex I*.

#### *On MPA Network Establishment and Strengthening:*

1. Implementation of Networking per level shall follow the learnings the MPAN Toolkit developed by DENR Smartseas PH Project (*every regional representative during the MPAN ODL conducted last year was provided with a copy*)

Levels of MPA Network and the corresponding threshold criteria that needs to be satisfied:

**a. Level 1. Established**

1. Formal agreement signed and notarized
2. Management body formed and roles clarified
3. Budget for at least one year ensured
4. Financial system finalized
5. Initial joint activities conducted

**b. Level 2. Strengthened**

1. Network strategic plan approved
2. Management body regularly met
3. Joint activities conducted including the facilitation of the approval of CRM-related ordinances/ policies

**c. Level 3. Sustained**

1. Sustainable financing strategy established
2. Performance monitoring of the management body conducted regularly
3. Benefits from joint activities observed from members
4. Funds consistently accessed and used in the last 5 years

**d. Level 4. Institutionalized**

1. Network strategic plan incorporated into broader development plans
2. Performance monitoring and evaluation system linked to an incentive system
3. Management body regularly meeting
4. Funds consistently accessed in the last 7 years

2. Issues and concerns in accomplishing the above-mentioned thresholds shall be included in report.
3. Additional materials, including the legal instrument and its template, shall be provided through the draft JAO on MPAN.
4. Reporting shall follow the prescribed format in *Annex I*.

**On MPA Demarcation of Boundaries**

1. Boundary demarcation of legislated MPAs shall be guided by Demarcation DAO 2015-10 "Guidelines on the Delineation and Demarcation of Boundaries of PAs under the NIPAS" and Technical Bulletin No. 2019-01 (Clarifying the Guidelines and procedures in the Demarcation of Boundaries Legislated PAs under the NIPAS).
2. To reiterate, demarcation activities which include site assessment/reconnaissance survey, designing appropriate boundary markers, and actual installation of buoys, should be in close coordination with the Philippine Coast Guard and in consonance with PCG Memorandum Circular 01-05: "Rules and Regulations Prescribing the Establishment, Administration, Operation and Maintenance of Private Aids to Navigation".

3. Inventory of the demarcation status of all legislated NIPAS MPA per region shall be included in the regional summary report.
4. Technical description and map where the buoy was installed shall be included.
5. Witness monument as well as demarcation buoys follow the recommended specs.
6. Annual report following *Annex I*, including the map of the demarcated boundaries of the MPAs, will be submitted annually to BMB.

*On Maintenance and Protection:*

1. The following activities will fall under maintenance and protection:
  - Patrolling activities shall be conducted in collaboration with other law enforcers within Protected Area
  - Development of PA Response plan
  - Surveillance of habitats for pressures and threats such as coral bleaching, crown-of-thorns, scarring, coral anchorage, illegal fishing activities, etc.
  - Equipment maintenance and repair
  - Conduct of direct activities such as monitoring of past or existing active rehabilitation efforts, conduct of regular coastal cleanups (excluding International Coastal Cleanup which will fall under CEPA), Crown of Thorns extraction and habitat rehabilitation.
2. Patrolling can be conducted thru partnership with law enforcers. Map showing the waypoints of areas patrolled and monitored must be produced and submitted as well. Should there be activities following-up incidental report on illegal activities. Regions should undertake the process stipulated under P.D. 705 or the "Revised Forestry Code of the Philippines". The BMB is also in the process of developing a Technical Bulletin to detail the adjudication process within a Protected Area which shall be provided on a later date.

Response plan shall be developed thru conduct of consultation meetings that would come up with the formation of team to address possible threats and damage occurrence. The plan shall eventually be adopted thru a PAMB Resolution. (*Response plan outline as Annex VI*)

3. Repair and maintenance of existing equipment (boats, diving gears, pa signages, buoys, camera etc.) shall include first inventory of all the equipment procured with its status/condition including actions taken (repair conducted). Matrix template will be included in the prescribed reporting format (*Annex I*).

4. Conduct of direct activities shall include coastal clean-up, underwater clean ups, Crown of Thorns Extraction, Oil spill clean-up and habitat rehabilitation. Habitat rehabilitation may vary from monitoring of existing/ previously established rehabilitation efforts within the protected areas (coral transplantation, giant clam seeding, seagrass transplantation and mangrove replanting) and conduct of new rehabilitation.
  - For new rehabilitation, pre-assessment and preparation of rehabilitation plan shall be drafted for approval of BMB as phase 1 process (year 1) then actual rehabilitation activities (establishment of nursery, procurement of the identified commodity, actual rehabilitation activity). For coral rehabilitation refer to Technical Bulletin no. 2019-03 on the General Recommendations for Coral Reef Ecosystems Restoration/ Rehabilitation

#### *On PASA for Initial Components*

Protected Areas found SUITABLE as protected area under the NIPAS shall proceed with the following steps:

1. Preparation and completion of maps with technical description of boundaries;
2. Public Notification
3. Public Consultation
4. Preparation of PA Management Plan (PAMP) with indicative management zones
5. Conduct review by the Regional NIPAS Review Committee (RNRC)
6. Drafting of Presidential Proclamation

#### **A. Biodiversity-Friendly Enterprise**

Using the DAO 2021-13 (Annex VII) on BDFE Development and Recognition the following should be done accordingly:

Activity	Performance Indicators	Reporting and Frequency	Budget
1. Development of BDFE per coastal municipality within the NIPAS MPAs (RO Budget)	no. of masterlist developed per PA	BDFE Summary report within CMEMP Annual Accomplishment report	50,000/PA
	No. of POs profiled	Progress report within the quarterly monitoring and evaluation report	10,000/ PO
	No. of POs enhanced		75,000/ PO
	No. of Pos/Regions awarded with		*BMB based funds to be accessed thru

	financial assistance on BDFE		proposal writing for evaluation of the BMB BDFE team
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*For the PA Masterlist*

1. Inventory of existing Pos operating within each PAs (should include FA and TA recipients from 2016-2020)

*For the no. of POs profiled*

1. Conduct of rapid assessment
2. Profiling of eligible enterprises using the inventory of POs (2016-2020), including the PO Inventory Form and the Ecological Impact Form

*For the No. of POs enhanced*

1. Appraisal of POs
2. Identification on the kind of technical assistance needed by the POs
3. Provision of technical Assistance

As part of the results of the Business Development Services Training conducted nationwide, the focus of the Technical Assistance in 2021 will be on the use of the appraisal tool and on Product Development and Marketing.

1. A total of two (2) open distance learning events shall be attended as part of the capacity building program in developing BDFEs. From the lumpsum of the allocated budget for BDFE in the Region, the cost for the participation of the Facilitators on the following meetings shall be drawn out:

Activity	Objectives
National Learning Event for BDFE Facilitators: Training of Trainors for the roll-out of the BDFE Appraisal Tool	The aim of the activity is to provide orientation to the BDFE Facilitators on the use of the BDFE Appraisal tool in identifying the technical assistance needed by the POs.
Cluster Training on Product Development and Marketing b2b with Investment Forum	The overall aim of the training is to provide a strategic way for the BDFE facilitators to identify how can they improved the product and marketing of the PO enterprise. In addition, an investment forum where POs may present current initiatives to funding agencies and private companies will also be held back-to-back with the training.

The reporting of the BDFE Activity shall be done annually with the following details:

- a. Training Report with attached consolidated work plan from facilitators;

- b. Conduct of the PO Inventory, PO Profiling, and PO appraisal following the template provided by BDFE DAO on Development and Recognition;
- c. Activity Report of the PO Enhancement; and
- d. Monitoring reports on the outcome of the Technical Assistance and Financial Assistance.

Template report indicated in *Annex I* shall be used to summarize support provided to POs in 2021.

## **B. Capacity Building**

Refer to the attached Memorandum dated May 24, 2021 regarding the Guidance to accomplish the attendance to enhancement trainings on NIPAS MPA Capacity Building Program Indicator under Capacity Building component of CMEMP attached as *Annex VIII*.

Due to the COVID outbreak, regions may also maximize the use of social media sites to undertake capacity building activities.

## **C. Knowledge Management**

Activity	Performance Indicators	MOVs	Budget
Maintenance / updating of KMS and population of data and information	KMS updated / maintained (no.)	Activity Report (annually)	110,000/region

The CMEMP Database from hereon shall be referred to as the **CMEMP Knowledge Management System or KMS**, and shall serve as an accessible and interactive repository of up-to-date data and information for managing the Philippine Coastal and Marine Environment.

For 2021, the recommended activities for CMEMP Knowledge Management include the regular population and updating of KMS data and information, pursuant to Monitoring and Evaluation Guidelines. This will consist of KMS alignment meetings, population and updating reports with the Field Offices and Staff in-charge of obtaining and processing data, under the supervision of BMB KM and M&E focals.

In addition, for Regions implementing projects related to coastal and marine resources management (i.e., DENR SMART SEAS Project), documentation of best practices may also be included as part of the activity in this component.

## **D. Social Marketing and Mobilization/Communication, Education and Public Awareness (CEPA)**



Activity	Performance Indicators	Reporting and Frequency	Budget
1. Development/Updating of Social Marketing Activities and strategies in order to create behavior change for the target audience through an established communication plan	PA communication and engagement plan drafted (no.)	Draft PA Communication Plan submitted	Comm Plan 70,000.00/ PA 40,000.00/ Region
2. Conduct of CEPA activities using the developed flagship campaigns for improvement of KAP	Number of enhanced social marketing activities to improve Knowledge Attitude and Practices	Activity Report within the quarterly monitoring and evaluation report	100,000.00/PA
3. Conduct of Regular Special Events related to coastal and marine protection, conservation and management	No. of Special Events conducted with report submitted	Activity Report within the quarterly monitoring and evaluation report	500,000.00/region

1. **Development/Updating of Social Marketing Activities.** BMB will facilitate a workshop/training targeted in April 2021 to develop and/or update each of the legislated NIPAS MPAs Communication and Engagement Plan. The output of this workshop is a draft communication action plan of each of the PAs. The budget indicated in the above matrix will be used for meetings and validation workshops to the concerned stakeholders on the draft output.

The communication plan that will be developed by the legislated NIPAS MPAs shall be aligned to the CMEMP Communication Plan and be incorporated into their Regional Master Communication Plan.

2. **CEPA Activities using the developed flagship campaigns for improvement of KAP.** To improve the knowledge, attitude and practices the following steps should be followed: a) identification of activities including instrument/media to be used; b) conduct of awareness campaign with photo and video documentation (e.g. development of audience specific media, dalaw turo, orientation/outreach to students) ; c) monitoring and evaluation instrument media per activity; and d) submission of report with recommendations

3. **Coastal and Marine special events such as MOO, ICC and CT Day** strive to strengthen the partnership among the different sectors in protecting coastal and marine ecosystems. The impact of these activities include increased awareness and interest for conservation of the coastal and marine environment and improved social responsibility for waste generation and littering. For this year, the bulk of the total budget of social marketing and mobilization component is through these coastal and marine special events. MOO and ICC themes will be guided by this Office.

Activity	Performance Indicators	MOVs	Budget
Hands on Arms for (Region CALABARZON, MIMAROPA and 7)	Number of activities conducted	Reports Submitted (annually)	100,000/ region
Green Fins Implementation within demonstration sites of pilot regions (Region CALABARZON, MIMAROPA and 7)*	No. of demonstration site per pilot region  No. of personnel capacitated on Green Fins	Attendance of trainings conducted  List of Dive shops assessed	300,000.00/ region

\*sites to be finalized in consideration of COVID outbreak

4. For Green fins Implementation to the monitoring sites, budget is already incorporated to each of the regions WFP. The following steps should be followed to achieve the target activities for 2021: a) Assessors' Training; b) Assessment of Dive Shops; c) Monitoring and Evaluation of Dive Shops; and d) Printing of Green Fins IEC Materials. In addition, a Memorandum was issued March 1, 2021 Reiterating the Memorandum Providing Alternative Activities for Green Fins Implementation (Annex IX).
5. BMB-CMD is to develop the Social Marketing Framework in consultation with the concerned stakeholders. Output will be distributed to regions through Memorandum
6. Due to the COVID outbreak, the regions should maximize the use of social media to promote awareness and also in undertaking planned training under this component.

#### **E. Technical Assistance**

Refer to the attached Memorandum dated February 15, 2021 Reiterating the Memorandum Guide in the Implementation of Technical Assistance on Integrated Coastal Management (ICM) as one of the CMEMP attached as *Annex X*.