



Republic of the Philippines
Department of Environment and Natural Resources
BIODIVERSITY MANAGEMENT BUREAU
Ninoy Aquino Parks and Wildlife Center
Quezon Avenue, Diliman, Quezon City
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Website: <http://www.bmb.gov.ph> E-mail: bmb@bmb.gov.ph

19 April 2022

MEMORANDUM

FOR : The OIC Director, Biodiversity Management Bureau

THRU : The Assistant Director *20 4/19*
Chief, Biodiversity Policy and Knowledge Management Division
Chief, National Parks Division *20 4/19*

FROM : The Project Manager, DENR-Biodiversity Finance Initiative (BIOFIN)

SUBJECT : **REQUEST FOR SIGNATURE ON THE MEMORANDUM FOR THE SECRETARY REQUESTING FOR HIS SIGNATURE ON THE DENR SPECIAL ORDER AUTHORIZING THE ATTENDANCE OF DENR PERSONNEL AND STAFF TO THE YEAR OF THE PROTECTED AREAS (YOPA) CAMPAIGN LAUNCH ON MAY 23, 2022**

In line with the Year of the Protected Areas (YoPA) Campaign Launch on 23 May 2022 and following our briefing for the campaign with the DENR Secretary and the Assistant Secretary for Human Resources, Strategic Communication and Sectoral Initiatives last April 6, 2022, may we request for your signature on the enclosed Memorandum for the Secretary to sign the enclosed DENR Special Order authorizing the attendance of DENR personnel and staff to the YoPA Campaign Launch.

The Biodiversity Finance Initiative (BIOFIN) implemented by the United Nations Development Programme Philippines and the Department of Environment and Natural Resources' Biodiversity Management Bureau has identified several finance solutions that will mobilize new monies, realign existing resources, prevent future cost, and improve delivery of existing finance for the implementation of the Philippine Biodiversity Strategy and Action Plan (PBSAP) from 2015 to 2028. BIOFIN is developing finance solutions to help the government implement the PBSAP. One finance solution identified is an information campaign that will attract visitations to Protected Areas (PA) as well as private and public funding that will serve as support to the Expanded National Integrated Protected Area System (E-NIPAS) Act of 2018.

The Year of the Protected Areas (YoPA) Campaign seeks to increase the public's awareness on the value of our PAs and encourage them to visit our very own national parks thereafter increasing the PA's revenue from visitations. Major partners for the campaign are the DOT and the DILG.



The campaign coincides with the 90th anniversary of PA establishment in the country. A proposed Presidential Proclamation to support the campaign and proclaim 2022 as the National Year of Protected Areas and June of each year as Month of the PAs is now with the Office of the President. Alternately, a Joint Declaration to support the implementation of the YoPA Campaign will be signed by the honorable Secretaries of the DENR, DOT and DILG as part of the Campaign Launch.

My colleagues Angelique Ogena/Sheena Barrameda will coordinate with your office regarding this matter. You may also reach them thru email biofin.ph@undp.org or mobile no. 09175762599.

For information and consideration.



ANABELLE E. PLANTILLA



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APR 20 2022

MEMORANDUM FOR THE SECRETARY

THRU : The Undersecretary for Policy, Planning and International Affairs
The Undersecretary for Legal, Administration, Human Resources and
Legislative Affairs and Supervising Undersecretary for BMB
The Assistant Secretary for Human Resources, Strategic Communication and
Sectoral Initiatives

FROM : The OIC Director

SUBJECT : **REQUEST FOR SIGNATURE ON THE DENR SPECIAL ORDER
AUTHORIZING THE ATTENDANCE OF DENR PERSONNEL AND
STAFF TO THE LAUNCHING OF THE YEAR OF THE PROTECTED
AREAS (YOPA) CAMPAIGN ON 23 MAY 2022**

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The Year of the Protected Areas (YoPA) Campaign seeks to increase the public's awareness on the value of our PAs and encourage them to visit our very own national parks thereafter increasing the PA's revenue from visitations. Major partners for the campaign are the DOT and the DILG. The campaign coincides with the 90th anniversary of PA establishment in the country. A proposed Presidential Proclamation to support the campaign and proclaim 2022 as the National Year of Protected Areas and June of each year as Month of the PAs is now with the Office of the President. Alternately, a Joint Declaration to support the implementation of the YoPA Campaign will be signed by the honorable Secretaries of the DENR, DOT and DILG as part of the Campaign Launch.

Foregoing considered and as we have discussed with you during our meeting last 6 April 2022, may we request your approval on the enclosed DENR Special Order authorizing the attendance of selected DENR officials and personnel to Launching of the YoPA Campaign on May 23, 2022 at a venue within Metro Manila. Enclosed is the tentative program, for reference.

My colleagues Angelique Ogena/Sheena Barrameda will coordinate with your office regarding this matter. You may also reach them thru email biofin.ph@undp.org, telephone no. (02) 89246031 to 35 loc. 252, or mobile no. 09175762599.

For information and consideration.


NATIVIDAD Y. BERNARDINO



Republic of the Philippines
Department of Environment and Natural Resources
Biodiversity Management Bureau



BMB202201533





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SPECIAL ORDER

No. 2022 - _____

SUBJECT: AUTHORIZING THE CONDUCT OF AND PARTICIPATION OF DENR OFFICIALS AND STAFF TO THE LAUNCHING OF THE YEAR OF THE PROTECTED AREAS (YOPA) CAMPAIGN ON 23 MAY 2022 IN METRO MANILA

In the interest of service and in line with the 2022 International Day for Biological Diversity annual celebration, the launching of the Year of the Protected Areas (YoPA) Campaign is hereby authorized to be held on 23 May 2022 at a venue within Metro Manila and to be participated in by the following DENR officials and personnel:

A. Central Office

- a. Undersecretary for Policy, Planning and International Affairs
- b. Undersecretary for Legal, Administration, Human Resources and Legislative Affairs and Supervising Undersecretary for BMB
- c. Undersecretary for Finance, Information Systems and Climate Change
- d. Undersecretary for Field Operations - Luzon, Visayas and Environment
- e. Undersecretary for Field Operations-Mindanao
- f. Undersecretary for Enforcement, Solid Waste Management, Local Government Units Concerns and Attached Agencies
- g. Undersecretary for Special Concerns, Muslim Affairs and BARMM
- h. Assistant Secretary for Enforcement, Solid Waste Management and Local Government Units Concerns
- i. Assistant Secretary for Policy, Planning and Foreign Assisted and Special Projects
- j. Assistant Secretary for Legal Affairs
- k. Assistant Secretary for Finance, Information Systems and Mining Concerns
- l. Assistant Secretary for Administration and Legislative Affairs
- m. Assistant Secretary for Field Operations-Eastern Mindanao
- n. Assistant Secretary for Human Resources, Strategic Communication and Sectoral Initiatives
- o. OIC, Assistant Secretary for Field Operations – Luzon and Visayas
- p. OIC, Assistant Secretary for Field Operations - Western Mindanao
- q. Assistant Secretary for Indigenous Peoples Affairs
- r. Assistant Secretary for Special Concerns -Mindanao
- s. OIC, Director, Policy and Planning Service
- t. OIC, Director, Foreign Assisted and Special Projects Service
- u. Director, Strategic Communication and Initiatives Services

B. Bureaus

- a. Director, Forest Management Bureau
- b. Acting Director, Mines and Geosciences Bureau
- c. OIC, Director, Biodiversity Management Bureau
- d. Director, Ecosystems Research and Development Bureau
- e. Director, Land Management Bureau

C. Biodiversity Management Bureau

- a. Assistant Director
- b. Division Chiefs
- c. NAPWC Protected Area Superintendent
- d. National Project Management Unit, BIOFIN
- e. Project Managers of Foreign-Assisted Projects under BMB

D. DENR Regional Executive Directors V, VII, VIII, X, XI and MIMAROPA

E. Protected Area Superintendent

- a. Bongsanglay Natural Park
- b. Apo Reef Natural Park
- c. Samar Island Natural Park
- d. Balinsasayao Twin Lakes Natural Park
- e. Mt. Hamiguitan Range Wildlife Sanctuary
- f. Mt. Timpoong-Hibok-hibok Natural Monument

All other officials and staff from different Regional Offices and Protected Area Management Offices not mentioned above are also authorized to attend the launching of the YoPA campaign via Zoom on the same date. The BMB Director may also invite other DENR offices and agency partners and create a secretariat for the said activity composed of BMB personnel and BIOFIN project staff.

The DENR-SCIS shall ensure that the DENR media partners are invited to join the press conference on the same date following the campaign launch.

The activity will be conducted face-to-face in a venue to be determined within Metro Manila. All participants shall observe minimum health and safety protocols.

The BMB Director is also authorized to change the date and venue of the above event if deemed necessary due to unforeseen circumstances.

Food and accommodation expenses for the duration of the event shall be charged against UNDP-BIOFIN Project funds, while travelling expenses shall be charged against respective offices' funds subject to the usual accounting and auditing rules and regulations.

A report on the activity shall be submitted by the BIOFIN Project to the undersigned within fifteen (15) days after completion of the event.

This Order takes effect immediately and is automatically revoked upon completion of the activity.

JIM O. SAMPULNA (CESO I)
Secretary

**BIOFIN**

The Biodiversity Finance Initiative

YEAR OF THE PROTECTED AREAS (YOPA) CAMPAIGN LAUNCH

23 MAY 2022, Venue: Metro Manila (TBC)

Tentative Program¹

Time	Segment	Description
9:30 AM – 10:00 AM	Countdown/Standby	Timer, Logos, Campaign mandatories and hashtags displays
10:00 AM – 10:05 AM	Host Introduction	Host
10:05 AM – 10:10 AM	Opening message	Selva Ramachandran <i>Resident Representative</i> UNDP Philippines
	Welcome remarks	Hon. Jim Sampulna <i>Secretary</i> Department of Environment and Natural Resources
10:10 AM – 10:35 AM	Messages	Hon. Bernadette Romulo-Puyat <i>Secretary</i> Department of Tourism Hon. Eduardo Año <i>Secretary</i> Department of Interior and Local Government
10:35 AM – 10:40 AM	YOPA Campaign Reveal: Promotional Video (Omnibus)	AVP will play
10:40 AM – 10:50 AM	YOPA Ambassadors Reveal (TBC)	Erwan Heussaf & Jasmine Curtis-Smith to talk about their being the ambassador and their pledge to protect the PAs
10:50 AM – 10:55 AM	Joint Declaration Ceremonial Signing + Pledge	Host with DENR, DILG and DOT Secretaries

¹ As of 8 April 2022

BIOFIN Philippines

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10:55 AM – 11:00 AM	Gallery Photo Op	Host, Key Ambassadors and Agency Representatives
11:00 AM – 11: 25 AM	Announcements <ul style="list-style-type: none"> • Virtual Travel Contest • Awarding of winners of the 2022 International Day of Biological Diversity Photo Marathon Contest 	Host and Agency Representatives
11:25 AM – 11:30 AM	Closing Speech	Natividad Bernardino <i>Director</i> Biodiversity Management Bureau DENR Host to close the event
11:30 AM – 12:00 PM	Press Conference	Agency Reps + Media
12:00 PM – 1:00 PM	Lunch	-
6:00 PM – 8:00 PM	Live Streaming FB Live	-