



BIOFIN

The Biodiversity Finance Initiative

YEAR OF THE PROTECTED AREAS (YOPA) CAMPAIGN LAUNCH

23 MAY 2022, Venue: EDSA Shangri-La

Tentative Program¹

Time	Segment	Description
9:30 AM – 9:45 AM	Countdown/Standby	Timer, Logos, Campaign mandatories and hashtags displays
9:45 AM – 9:50 AM	Host Introduction	Host
9:50 AM – 10:00 AM	Opening message	Selva Ramachandran <i>Resident Representative</i> UNDP Philippines
	Welcome remarks	Hon. Jim Sampilna <i>Secretary</i> Department of Environment and Natural Resources
10:00 AM – 10:30 AM	Messages	Hon. Bernadette Romulo-Puyat <i>Secretary</i> Department of Tourism
		Hon. Eduardo Año <i>Secretary</i> Department of Interior and Local Government
		Hon. Loren Legarda <i>Deputy Speaker</i> House of Representatives
10:30 AM – 10:35 AM	YOPA Campaign Reveal: Promotional Video (Omnibus)	AVP will play
10:35 AM – 10:45 AM	YOPA Ambassadors Reveal (TBC)	Erwan Heussaf & Jasmine Curtis-Smith to talk about their being the ambassador and their pledge to protect the PAs

¹ As of 28 April 2022

BIOFIN Philippines

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10:45 AM – 10:50 AM	Joint Declaration Ceremonial Signing + Pledge	Host with DENR, DILG and DOT Secretaries
10:50 AM – 10:55 AM	Gallery Photo Op	Host, Key Ambassadors and Agency Representatives
10:55 AM – 11:20 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
11:20 AM – 11:25 AM	Closing Speech	Natividad Bernardino <i>Director</i> Biodiversity Management Bureau DENR Host to close the event
11:25 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	-