

ADVANCE COPY

MEMORANDUM

FOR : The Regional Executive Directors
DENR – Regions I to XIII, CAR, CALABARZON, MIMAROPA
& NCR

FROM : The OIC Director

SUBJECT : **INVITATION TO THE LAUNCHING OF THE YEAR OF THE PROTECTED AREA (YOPA) CAMPAIGN ON MAY 23, 2022 AT THE EDSA SHANGRI-LA HOTEL, ORTIGAS CENTER, MANDALUYONG CITY**

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 (ENIPAS) Act of 2018. In this regard, we are pleased to inform you that we intend to declare 2022 as Year of the Protected Area.

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 under National Integrated Protected Area System (NIPAS) 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.

In line with this, may we invite you along with the Protected Area Superintendents (PASus) of the following PAs to the face-to-face launching on **May 23, 2022 at EDSA Shangri-La Hotel, Ortigas Center, Mandaluyong City.**

| Regions | Featured PAs |
|----------------|--------------------------|
| MIMAROPA | Apo Reef Natural Park |
| Region V | Bongsanglay Natural Park |

| Regions | Featured PAs |
|----------------|---|
| Region VII | Balinsasayao Twin Lakes Natural Park |
| Region VIII | Samar Island Natural Park |
| Region X | Mts. Timpoong-Hibokhibok Natural Monument |
| Region XI | Mt. Hamiguitan Range Wildlife Sanctuary |

Food and accommodation from May 22 to 24, 2022 (*2 nights and 3 days*) will be shouldered by the BioFin Project while transportation expenses should be charged against your respective offices.

All other REDs, and staff from Regional and Field Offices specifically representatives from the Regional Strategic Communications Initiative Group, Conservation and Development Division, and PAMO staff not mentioned above are invited to the online launching via Zoom.

Attached is a copy of the signed DENR-SO, tentative program, and travel advisory for reference.

Ms. Angeline Villalba of this Bureau's National Parks Division and Ms. Sheena Barrameda of the BioFin Project will coordinate with your office regarding this matter. You may also reach us thru email npd@bmb.gov.ph and sheena.barrameda@undp.org, telephone no. (02) 89246031 to 35 loc. 232-234, or mobile nos. 09275532790 and 099770994179, respectively.

For information and consideration.

NATIVIDAD Y. BERNARDINO