



**BIOFIN**

The Biodiversity Finance Initiative

## **YEAR OF THE PROTECTED AREAS CAMPAIGN LAUNCH LOGISTICS NOTE 23 May 2022**

### **INTRODUCTION**

The Philippines is one of the 17 megadiverse countries with the greatest concentration of unique species per unit area in the world. Our rich biodiversity, composed of various flora and fauna, provides us with all the resources we need to survive – food, shelter and even economic development through the livelihood we get from the 7,641 islands, most of which are amazing eco destinations.

To protect our best natural destinations which are home to rich natural capital resources, 107 Protected Areas with legislation were identified under the Expanded National Integrated Protected Areas System (ENIPAS). This ensures that our country's unique biodiversity - genetic level, species, and ecosystems embedded in the lush, unspoiled forests, clean lakes, and pristine beaches are sustainably managed and protected for future generations.

### **THE KEY MESSAGE**

#### ***YEAR OF THE PROTECTED AREAS Protected Areas for a Protected Future***

When it comes to nature, protecting our planet should start with us. As we are beings who benefit directly from the wonders nature provides us, we must do our sole mission and part in protecting, nurturing, and sustaining the environment for the future.

### **CALL TO ACTION**

The first phase of the campaign would call for simple acts that could help make a big difference to our Protected Areas by raising awareness, joining a movement and making a pledge to protect the PAs.

The Year of Protected Areas campaign (YoPA) hopes to plant the seeds of change and enlightenment to everyone to commit and **#PledgeToProtectPAs** to do their part in saving the Protected Areas. It could be as simple as choosing these Protected Areas as their destination of travel, recipient of their company's CSR program or initiating a new campaign to protect these areas.

We hope to bring a new meaning to "*Responsible Tourism*" – let's travel to learn, to help conserve these important protected areas to protect our future.

### **Objectives of the activity**

As we kick-off the Year of the Protected Areas campaign, we intend to:

- a. Launch it officially to our media partners through a live event supported by a livestream on Facebook for the public,
- b. Cascade the campaign message across different target groups and instill appreciation amongst the travelers, local and foreign tourists,
- c. Create buzz and promote the six feature PAs as an interim to showcasing all Protected Areas in the Philippines

## Programme of Activities (Tentative)

Time	Segment	Description
9:30 AM – 9:55 AM	Countdown/Standby	Live Feed of Attendees AVP Loop and hashtags displays 5-minute timer  Entry of Zoom participants
9:55 AM – 10:00 AM	Safety Protocol  Invocation National Anthem  Host Introduction	VO Host
10:00 AM – 10:10 AM	Welcome remarks    Opening message	<b>Mr. Jim O. Sampulna</b> <i>Secretary</i> Department of Environment and Natural Resources  <b>Dr. Selva Ramachandran</b> <i>Resident Representative</i> UNDP Philippines
10:10 AM – 10:40 AM	Messages	<b>Ms. Bernadette Romulo-Puyat</b> <i>Secretary</i> Department of Tourism  <b>Mr. Eduardo M. Año</b> <i>Secretary</i> Department of the Interior and Local Government  <b>Hon. Loren B. Legarda</b> <i>Senator-elect</i> Republic of the Philippines
10:40 AM – 10:45 AM	YOPA Campaign Reveal: Promotional Video (Omnibus)	AVP will play
10:45 AM – 10:50 AM	YOPA Ambassadors Reveal	To talk about their being the ambassador and their pledge to protect the PAs
10:50 AM – 11:10 AM	Joint Declaration Ceremonial Signing and Pledge	Host with DENR, DILG, and DOT Secretaries
11:10 AM – 11:30 AM	Announcements  • Virtual Travel Contest Winners	Host and Representatives from Canon Philippines & Gerry Roxas Foundation

### BIOFIN Philippines

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Tel: +63 2 9246031 to 25 loc. 252 | Telefax: +63 2 2814353 | Email: [biofin.ph@undp.org](mailto:biofin.ph@undp.org) | Website: [www.biofin.org](http://www.biofin.org)

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Time	Segment	Description
	<ul style="list-style-type: none"> <li>Awarding of winners of the <i>Kabahagi: An IDBD 2022</i> Capture Quest Photo Contest</li> </ul>	
11:30 AM – 11:35 AM	Closing Speech	<b>Atty. Ernesto Adobo, Jr.</b> <i>Undersecretary</i> Legal, Administration, Human Resources and Legislative Affairs DENR  Host to close the event
11:35 AM – 12:00 PM	Press Conference	Agency Reps + Media
	Gallery Photo Op (Photo Wall)	Host, Key Ambassadors and Agency Representatives - assisted by usherettes per table
12:00 PM – 1:00 PM	Lunch (plated)	-
6:00 PM – 8:00 PM	Live Streaming FB Live	-

## Attire

Barong/Semi-formal

## Venue

### **Isla Ballrooms 1 & 2, EDSA Shangri-La Manila**

1 Garden Way, Ortigas Center, Mandaluyong, 1550 Metro Manila

Phone: [\(02\) 8633 8888](tel:0286338888)

<https://www.shangri-la.com/en/manila/edsashangrila/>

The conference will bring together around 100 participants from DENR, DILG, DOT, UNDP, and partners. REDs and PASUs of the six (6)<sup>1</sup> selected Protected Areas will join at the venue in Metro Manila.

## Zoom Registration Link for Online Participants

Zoom Registration Link	<a href="https://undp.zoom.us/meeting/register/tZ0tdu6hrDgiHdU3wXsFGMREVO0--TwsNm6n">https://undp.zoom.us/meeting/register/tZ0tdu6hrDgiHdU3wXsFGMREVO0--TwsNm6n</a>
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Kindly register on or before MAY 21, 2022 (Saturday) using the link above to receive an email with the Zoom Meeting details and link.

In support of the **#PledgetoProtectPAs**, we would also request online participants to bring a sheet of paper and black marker which will be used later in the program for indicating and

<sup>1</sup> 1.) Apo Reef Natural Park; 2.) Balinsasayao Twin Lakes Natural Park; 3.) Bongsanglay Natural Park; 4.) Mount Hamiguitan Range Wildlife Sanctuary; 5.) Mt. Timpoong-Hibok-Hibok Natural Monument; 6.) Samar Island Natural Park

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showing one's pledge to safeguard our country's protected areas. Also, enclosed is the copy of the [Zoom Background in JPEG format](#) to be used during the online campaign launch.

### **Useful Contacts**

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