



SEP 28 2022

MEMORANDUM

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

FROM : The OIC, Director

SUBJECT : **ENJOINING THE PARTICIPATION OF ALL REGIONAL AND
FIELD OFFICES TO THE YEAR OF THE PROTECTED AREAS
CAMPAIGN**

The DENR through the Biodiversity Management Bureau and the United Nations and Development Programme (UNDP) Biodiversity Finance Initiative Project (BioFin) along with the Department of Tourism (DOT) and Department of the Interior and Local Government (DILG) through a joint declaration officially launched the Year of the Protected Area (YoPA) Campaign on 23 May 2022.

The YoPA aims to launch a massive information campaign on the urgent need to conserve protected areas while encouraging visitation of the breathtaking ecotourism destinations within these areas through the following key activities:

- Launch of the YoPA Campaign through the Joint Declaration in support to the Campaign by the DENR, DOT, and DILG;
- Consistent social media posts for online visibility;
- Photo and video contests;
- Development of promotional videos;
- Regular Press Releases, Radio and TV guestings;
- Feature six (6) of the protected areas under the NIPAS;
- Engagement of Ms. Jasmine Curtis-Smith and Mr. Erwan Heussaff as YoPA Ambassadors;
- Support partnership with private sector;
- Support to ecotourism product development for Sibalom Natural Park; and
- Lobby Presidential Proclamation for the institutionalization of the annual YoPA and month of Protected Areas.

In view of the above, may we enjoin your respective Offices along with the PA Management Offices, Regional Ecotourism Committees and the Protected Area Management Boards to participate and support the YoPA Campaign through, but not limited, to the following activities:



- 1) PA-specific activities anchored also on the YoPA Campaign such as PA anniversary celebration, conferences, seminars, social media information series, radio plugs and TV guesting in local or national stations, photo and/or video contests, engagement of local ambassador/s, among others;
- 2) Regional PAMB Summit/Conference with topics related to the objectives of the YoPA Campaign;
- 3) Partnership with Local Government Units, Civil Society Organizations, Private Sectors, among others, in the implementation of CEPA programs/activities and ecotourism development.
- 4) Promoting the YoPA Campaign in various social media through the following:

- Use of PledgeToProtectPH frame from twibbonize for facebook profile. The frame is downloadable through this link: twb.nz/pledgetoprotectph with caption following the guide below:

I am [NAME], [STATE YOUR PASSION], and this is my pledge to protect the PAs. [State concrete examples of how you can help save the Protected Areas in the PH].

See sample below:

I am Anna, a traveler and recreational freediver and I pledge to Protect the PAs. Even simple ways like ensuring we don't litter on the beach and mountains, conserving water and electricity, and sharing these daily practices to stop climate change could help make a big difference.

Our Protected Areas need our help more than ever! Let's work together to protect our natural areas for a protected future.

[CHALLENGE AND TAG 3 OF YOUR FRIENDS]

I challenge and tag my friends @anadelacruz @juandelacruz @janedoe to do the same. Upload your favorite travel photo using this frame and tell the world what your pledges are for our Protected Areas.

Link: twb.nz/pledgetoprotectph

#PledgeToProtectPAs
#ProtectedAreasPH
#biodiversityPH
#Finance4nature

- Re-sharing/re-posting of the YoPA-related social media posts from the DENR-BMB page: <https://www.facebook.com/denrbiodiversity>, and BioFin Philippines: <https://www.facebook.com/biofinPH/>.

Individual posting of DENR personnel and partners using the PledgeToProtectPH frame from twibbonize is encouraged. Should you post any YoPA related content, please use the official hashtags: *#PledgeToProtectPAs* *#ProtectedAreasPH* *#biodiversityPH* *#Finance4nature*

- 5) Use of the YoPA Logo in various Communication, Education and Public Awareness (CEPA) materials and activities for the protected area. The YoPA brandbook and logo is accessible through this link: <https://bit.ly/YoPABrandbookAndLogo>
- 6) For those protected areas who want to showcase the unique and important flora and fauna, including other good-to-know information about the protected area, you may send us information and materials (photo, video and description) for a PA-specific content for posting in the respective social media accounts. You may drop useful materials in this google sheet: <https://bit.ly/YoPAContentProposal>.

For clarifications and further inquiries, you may contact the Bureau's National Parks Division and BioFin Project through npd@bmb.gov.ph and biofin.ph@undp.org, respectively.

For information and consideration.


NATIVIDAD Y. BERNARDINO

