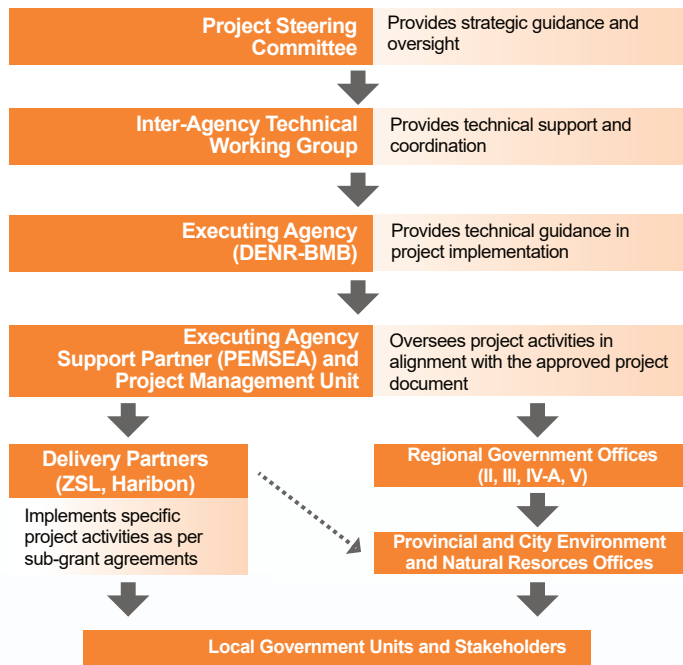


## Project Governance Structure



## Multi-Sector Representation

The **Project Steering Committee (PSC)** plays a vital role in guiding the implementation of the PRICELESS Project. The PSC is composed of representatives from government agencies, academic institutions, enforcement bodies, and partner organizations, ensuring that diverse stakeholder perspectives are integrated into project implementation.

## Roles and Responsibilities of the PSC



Strategic leadership and oversight



Work plan and budget approval



Overall policy direction

Continuous coordination among PSC members is supported by the **Project Management Unit (PMU)**, which serves as the committee's secretariat.

The protection and sustainable management of the PRMRR require the collective effort of government agencies, local governments, academic institutions, enforcement agencies, and conservation partners. Through the PRICELESS Project, this collaborative effort lays the foundation for the long-term protection of the PRMRR and its valuable marine resources for future generations.



For more information, please contact:

**Department of Environment and Natural Resources  
Biodiversity Management Bureau (DENR-BMB)**

Coastal and Marine Division,  
Ninoy Aquino Parks and Wildlife Center, North Avenue, Diliman,  
Quezon City, Philippines  
Tel.: (+632) 8924-6031 to 35 | bmb@bmb.gov.ph | cmd@bmb.gov.ph

**PRICELESS Project Management Unit  
PEMSEA Resource Facility**

PEMSEA Building,  
Department of Environment and Natural Resources (DENR)  
Compound, Visayas Avenue, Quezon City 1100, Philippines  
Tel.: (632) 8929 2992 | info@pemsea.org



# Philippine Rise Integrated Conservation for Enduring Legacies through Ecosystem Support Services (PRICELESS) Project



Photo courtesy of WWF



Photo courtesy of Oceana

# A PRICELESS Legacy

The **Philippine Rise Marine Resource Reserve (PRMRR)** is a globally significant marine biodiversity hotspot located on the northeastern coast of Luzon. Brimming with rich marine biodiversity and natural resources, this marine treasure supports the food and livelihood of its surrounding coastal communities.

To help protect this invaluable marine ecosystem and to promote the sustainable use of its resources, the **PRICELESS Project** was initiated.

## Philippine Rise Integrated Conservation for Enduring Legacies through Ecosystem Support Services (PRICELESS) Project

**Duration** 2026 to 2030

**Project Executing Entities** Conservation International Global Environment Facility (CI-GEF)  
GEF Implementing Agency

**Department of Environment and Natural Resources Biodiversity Management Bureau (DENR-BMB)**  
Executing Agency

**Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) Resource Facility**  
Executing Agency Support Partner

**GEF Grant** USD 3,662,844

The PRICELESS Project brings together DENR–BMB, BFAR, local governments from of Regions II, III, IV-A and V, academic institutions, and conservation groups to align mandates, share resources, and strengthen enforcement in the PRMRR.



"Rising Together: Launching and Inception Event of the PRICELESS Project" held on February 3-4, 2026, at the Ninoy Aquino Parks and Wildlife Center

## Project Objectives

By 2030, the Philippine Rise Marine Resource Reserve of 352,390 hectares, consisting of a 49,684 hectares Strict Protection Zone and a 302,706 hectares Multiple Use Zone, is **conserved and better managed**, protecting globally significant biodiversity while facilitating the **sustainable use of its marine resources** and **generating livelihood benefits** for adjacent communities.

## Project Strategy

The PRICELESS Project adopts an **integrated, ecosystem-based, and governance-driven strategy**:



Interagency coordination and collaboration



Securing long-term legal and institutional status



Science-based management



Incentive-based conservation



Innovation and scalability

## The PRICELESS Project will benefit:

**4** regions

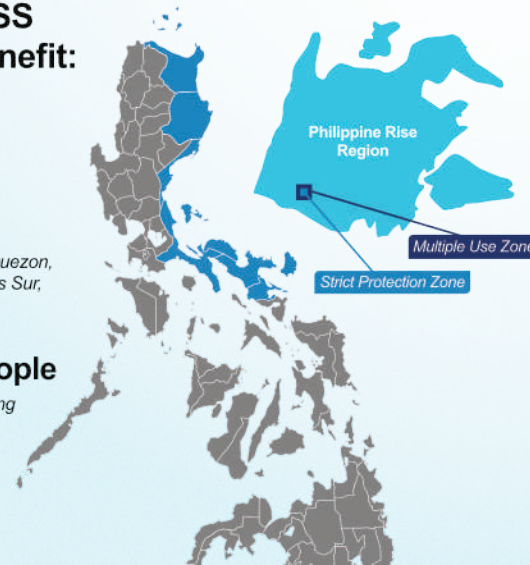
Regions 2, 3, 4A, and 5

**8** provinces

Cagayan, Isabela, Aurora, Quezon, Camarines Norte, Camarines Sur, Albay and Catanduanes

**5,000** people

who depend directly on fishing in the Philippine Rise



## Project Components



### COMPONENT 1

#### Improved management of PRMRR, meeting ENIPAS requirements

- Establishment of multi-sector and multi-agency management board
- Drafting and updating of management and operational plans
- Protected area designation under ENIPAS Act in second reading in House Committee



### COMPONENT 2

#### Improved protection of the PRMRR Strict Protection Zone (SPZ)

- Identified and addressed relevant information and data gaps
- Development of data-based protection measures
- Implementation of gender-sensitive awareness campaigns



### COMPONENT 3

#### Sustainable resource use and livelihoods within PRMRR Multiple Use Zone (MUZ)

- Alignment of PRMRR management plan with sustainable fisheries
- Livelihood support through gender-inclusive biodiversity friendly enterprises (BDFEs)
- Coordination mechanisms deployed for local enforcement agencies



### COMPONENT 4

#### Monitoring and evaluation (M&E) plans inform adaptive management

- Development and implementation of M&E plan
- Design and implementation of Knowledge Management plan