
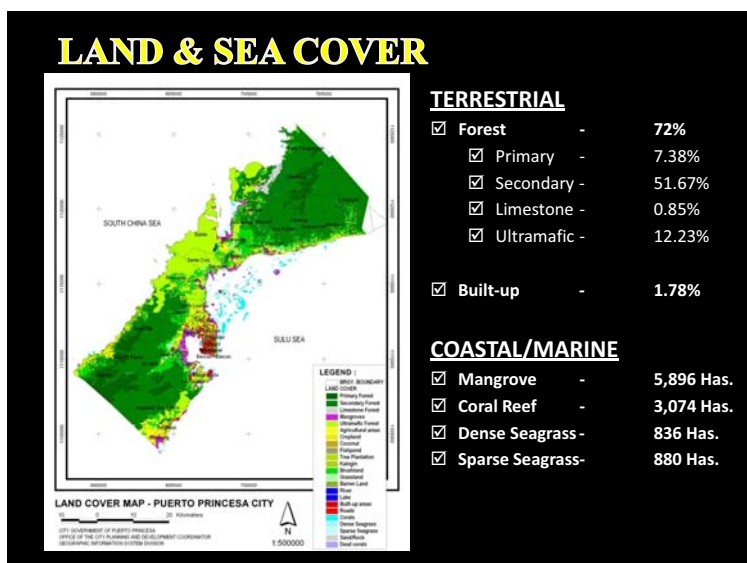




CITY PROFILE



- ☑ Lies in the heart of the Philippine's "Last Ecological Frontier"
- ☑ Land Area: 253,984 Hectares
- ☑ Population: 232,454
- ☑ Annual Growth rate: 3.68%
- ☑ Urban Area is roughly 6% of the City's total land area
- ☑ 77% of the population reside in the urban area



KEY OPPORTUNITIES & STRENGTH

- ☑ Richly endowed with natural resources
- ☑ Home of the **World famous Underground River**
- ☑ Large developable land for agriculture and agro-industries
- ☑ Good and stable peace and order
- ☑ Extra Local Authority over Environmental Issues under the **SEP Law (Republic Act 7611)** otherwise known as the Strategic Environmental Plan for Palawan

DEVELOPMENT CHALLENGES

- ☑ The fragile environment
- ☑ Land speculation
- ☑ Emergence of other competitive tourist destinations
- ☑ Low agricultural production and productivity
- ☑ High Internal Revenue Allotment (IRA) Dependency Ratio

ECONOMY



✓ TOURISM

- ✓ 2009 Tourist Income: US\$50M
- ✓ 2009 Tourist Arrivals: 268,942
- ✓ Annual Growth Rate: 20%
- ✓ Most Number Foreign Visitors:
American, Korean, German,
Japanese, Chinese, Canadian,
Australian, French & Swiss

✓ FISHING

- ✓ Coastline stretches over 416Kms.
- ✓ Coastal waters cover 327,583 Has.
- ✓ Supplies more than 50% of fish
requirements in Metro Manila

Vision:
Towards a Model City
in Sustainable
Development



City Brand:
The City in a Forest

AWARDS & RECOGNITIONS of PUERTO PRINCESA CITY UNITED NATIONS GLOBAL 500 AWARD MAJOR AWARDS

Hall of Fame Award

Clean and Green Program

Galing Pook Hall of Fame Award

From A.I.M. & Ford Foundation

ASEAN Environmentally Sustainable City Award

From ASEAN Ministers of Environment



Puerto Princesa City, Philippines

PUERTO PRINCESA

IN THE PAST

*Was a microcosm of the Philippine's
environmental drift...our forests and our
seas were the favorite sources of income
by both the needy and the greedy...*



Puerto Princesa City, Philippines

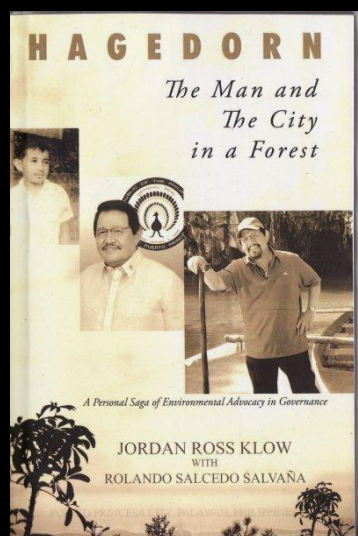
Forest cover greatly reduced from 75% in 1976 to less than 52 % in 1992



Muro-ami



EDWARD S. HAGEDORN
City Mayor
1992-2001; 2002-present
United Nations Global 500 Awardee



Bantay Puerto or Puerto Princesa Watch

Bantay Gubat (Forest Watch) & Bantay Dagat (Bay Watch)

KEY MANAGEMENT CONCEPT:

- ☑ *Protect* what is left of our resources
- ☑ *Rehabilitate* what has been destroyed
- ☑ *Plan* for intelligent utilization



Puerto Princesa City, Philippines

Bantay Gubat (Forest Watch)

Tasked to protect, conserve and rehabilitate the city's 159,135 hectares of forest cover, representing 72% of the City's total land area



"Pista Y Ang Kagueban" or feast of the forest

2 million trees planted since 1992



Love Affair with Nature

FEB 14- VALENTINE'S DAY MANGROVE REFORESTATION



To protect & conserve the remaining mangrove/ beach forest tree species, and to rehabilitate denuded urban coastal areas

River Bank Rehabilitation through Bio-Engineering

a soil erosion control method which uses a combination of live plants, dead and organic materials to produce living, functioning systems to prevent erosion, control sediment & provide habitat



Ground Demarcation of Forest Boundaries

- ☑ Delineate natural networks of interconnecting critical sites of important key biodiversity areas
- ☑ Boundary biological fencing delineation



Control Points



Survey Team

Bantay Dagat (Bay Watch)



Primary role is to protect and conserve the city's coastal and marine ecology

Bantay Puerto (Puerto Watch)

POLICY/PROGRAM:

- ☑ Passage of Ordinances banning the shipment of live fish and the ban on the use of compressor in fishing
- ☑ Established a Cyanide Detection Test Laboratory to scientifically determine if fish were caught by illegal means



Puerto Princesa City, Philippines

For the first time in our history, a National Park was turned over to a local government for management and control



Now a UNESCO World Heritage Site and a Candidate to the New 7 Wonders of Nature



Success Factors:

- ☑ Active participation and involvement of the various sectors of the community
- ☑ Economic impact of the policies and programs implemented were addressed
- ☑ Involved the stakeholders in the policy/program development and implementation
- ☑ Coordination and transparency were maintained at various levels of implementation
- ☑ Full commitment of the highest policy maker

Philosophy and Paradigm of Puerto Princesa City

(Section 2 of City Ordinance No. 396, otherwise known as **the CODE of CONDUCT for the CONSERVATION, PROTECTION & RESTORATION (CPR) of the Sources of Life of Puerto Princesa City**)

"Environmental security is the highest form of national security. The supply quality of the Sources of Life – the Land, the Air and the Waters – are the essential elements of a people and of a country and the base of all economic activity. The availability of these life-sources and services are hereby placed in the highest form of importance and as the main cornerstone of our political priority."

For more information, you may contact the City Government of Puerto Princesa thru this address:

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