

Republic of the Philippines
Department of Environment and Natural Resources
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MEMORANDUM

TO : ALL REGIONAL EXECUTIVE DIRECTORS

FROM : THE UNDERSECRETARY
Field Operations and Environment

**SUBJECT : AWARENESS CAMPAIGN ENTITLED "TREE HUGGING
CAMPAIGN" ON FEBRUARY 14 TO 18, 2022**

DATE : FEB 10 2022

This pertains to the letter dated February 2, 2022 from the Assistant Secretary Policy, Planning and Foreign Assisted and Special Projects and concurrent Director, Forest Management Bureau, Visayas Ave. Diliman, Quezon City, regarding the above-mentioned subject.

The objectives of this activity, follows:

1. To promote the social/ health benefits that we can derive from nurturing trees/ forest;
2. To raise awareness on the importance of tree hugging movement; and
3. To introduce an alternative way of celebrating Valentine's Day (February 14) by showing and expressing the love and care for the environment through tree hugging.

For your appropriate action in accordance with pertinent rules, laws and regulations on the matter.

For compliance.

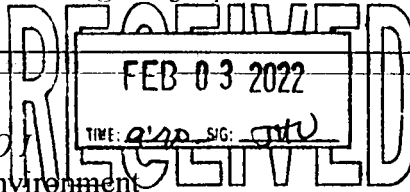
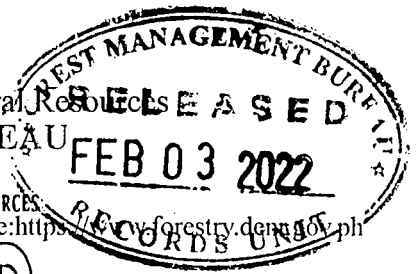

ATTY. JUAN MIGUEL T. CUNA, *CESO I*

Cc: All Assistant Secretary
Field Operations

MEMO NO. 2022- 80



Republic of the Philippines
Department of Environment and Natural Resources
FOREST MANAGEMENT BUREAU
Visayas, Avenue, Diliman, 1100 Quezon City
Tel. No.: (632) 892-2141 / (632) 8927-4788
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FEB 02 2022

ATTY. JUAN MIGUEL T. CUNA, CESO
Undersecretary for Field Operations and Environment
Department of Environment and Natural Resources
Visayas Avenue, Diliman
Quezon City

Dear Undersecretary Cuna:

Greetings!

The Tree Hugging Movement is a passionate action towards the protection and conservation of forests. The movement originated in the 1970s in Northern India known as the “Chipko Movement” which saved the forests by emphasizing the interdependence of humans and the environment. Furthermore, tree hugging has a number of health benefits. Study shows that hugging a tree increases levels of the hormone that is responsible for the calmness and emotional well-being of a person. Hugging a tree and spending time around trees can lower blood pressure and heart rates, improve immunity, and reduce stress and anxiety levels.

As part of the awareness raising efforts on the importance of nurturing forests and the benefits of tree hugging to a person’s well-being, the Department of Environment and Natural Resources (DENR), through the Forest Management Bureau (FMB), spearheads the conduct of an awareness campaign entitled “**Tree Hugging Campaign**” on **14 to 18 February 2022**. Specifically, the activity aims to achieve the following objectives:

1. To promote the social/health benefits that we can derive from nurturing trees/forests;
2. To raise awareness on the importance of tree hugging movement; and
3. To introduce an alternative way of celebrating Valentine’s Day (February 14) by showing and expressing the love and care for the environment through tree hugging.

Relative to this, **we would like to invite you and your Office to join the campaign** to show the love and care for our forests by capturing a photo of you hugging a tree. Just use the hashtags **#TreeHuggingDay #PunoNgPagmamahal #ValentinesDay** and mention/tag the official Facebook page ([facebook.com/denrfmbofficial](https://www.facebook.com/denrfmbofficial)) and Instagram account ([@denrfmbofficial](https://www.instagram.com/denrfmbofficial)) of the Bureau in your social media posts.

Enclosed herewith is the detailed mechanics on how to join the campaign for your information and ready reference.

Our staff, For. Claudett Endozo, will further coordinate with your Office regarding the matter. Should you have need for further information to assist you in the appreciation of our request, please do not hesitate to contact her at (02) 8926-2141 or at fm.b.iecgroup@gmail.com.

Your support to this undertaking is highly appreciated. Thank you very much.

Very truly yours,



MARCIAL C. AMARO, JR., *CESO III*
Assistant Secretary for Policy, Planning,
and Foreign Assisted and Special Projects,
and Director, in concurrent capacity

MECHANICS:

1. Like the FMB Facebook page (<https://www.facebook.com/denrfmbofficial>) and Instagram (@denrfmbofficial) ;
2. Share the event post from FMB page or Instagram;
3. Post any photo showing a creative way of hugging a tree;
4. Give a short description/share your tree story/share experience; and
5. Use the Official hashtags - #TreeHuggingDay #PunoNgPagmamahal #ValentinesDay