



OCT 07 2020

DENR Administrative Order

No. 2020 - 11

**SUBJECT : CREATION OF REGIONAL STRATEGIC COMMUNICATION
AND INITIATIVES GROUP (RSCIG)**

Pursuant to Executive Order No. 366 entitled "Directing a Strategic Review of the Operations and Organizations of the Executive Branch and Providing Options and Incentives for Government Employees who may be Affected by the Rationalization of the Functions and Agencies of the Executive Branch"; to support the DENR Approved Rationalization Plan and enable DENR Regional Offices to deliver a more responsive public service; and to effectively implement Section 6, item I of the Quality Management System Manual of the Department of Environment and Natural Resources (DENR) approved on 27 November 2015, the creation of Regional Strategic Communication and Initiatives Group (RSCIG) is hereby adopted.

Section 1. Objective

The establishment of RSCIG shall be in line with the function of the Strategic Communication and Initiatives Service (SCIS), which is to, "engage in strategic communication and partnership building through public information and media relations, communication for behavioral and social change, partnership and alliance building, issues and conflict management, and stakeholders' management and community relations."

The creation aims to harmonize all communication efforts of the DENR. It ensures that programs, projects, and activities of the department are disseminated to its internal and external stakeholders nationwide.

Section 2. Organizational Structure

The RSCIG shall be created under the office of the Regional Executive Director (RED). It shall be composed of the following existing personnel under the Office of the RED:

- Senior Communications Development Officer (SCDO)
- Communications Development Officer II
- Information Officer II
- Communications Development Officer I
- Information Officer I
- Administrative Assistant II

The RSCIG shall be headed by the SCDO.

Section 3. Functions

RSCIG shall be responsible in the implementation of public communication activities for the region, including, but not limited, to the following:

1. Formulating annual Integrated IEC (information, education, and communication) Action Plan highlighting programs and activities that will be implemented by the region anchoring on the Communication Plan that will be developed and implemented by SCIS
2. Developing, producing and disseminating media, print, broadcast and audio-visual materials
3. Developing and finalizing speeches and messages of the RED
4. Conducting IEC meetings, press conferences and dialogues relevant to the promotion of regional activities
5. Conducting environmental lectures, Dalaw-Turo, environmental theater and other forms of folk media
6. Managing official social media accounts such Facebook, Twitter, YouTube, and Instagram
7. Partnering with media, non-government organizations, local government units, etc., to mobilize them towards sustainable development
8. Managing environmental events proclaimed through executive issuances
9. Facilitate redress of grievances by clients/stakeholders and communicate/refer the same to concerned offices
10. Managing stakeholder relations

Section 4. Office Space

The RED shall allocate appropriate space for RSCIG personnel. The RED shall likewise provide equipment, such as desktop computers with stable internet connection, printers, cameras, etc., and other necessary logistical support to RSCIG to enable its personnel to deliver the tasks required of them.

Section 5. Funding

Operational expenses of RSCIG shall be charged against the regional IEC appropriations.

Section 6. Effectivity

This Order shall take effect immediately.


ROY A. CIMATU
Secretary

