



Republic of the Philippines
Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City. 1100
Tel. Nos. (632) 929-6626 to 29; VOIP Trunkline (632) 755-3300/755-3330
Website: <http://www.denr.gov.ph>

9 February 2021

MEMORANDUM

TO : ALL REGIONAL EXECUTIVE DIRECTORS

ATTN : CHIEFS
Regional Strategic Communication and Initiatives Group

FROM : THE UNDERSECRETARY
Solid Waste Management and Local Government Units Concerns and
Supervising Undersecretary for Strategic Communication and
Initiatives Service and Task Force *Tayo ang Kalikasan*

SUBJECT : DENR 8-YEAR STRATEGIC COMMUNICATION PLAN

The Strategic Communication and Initiatives Service is in the process of crafting the short, medium, and long-term term communication direction of the Department under the DENR 8-Year Strategic Communication Plan.

To assess how far we have gone in terms of our engagement with our various stakeholders, we invite your respective RSCIG Chief to a virtual meeting on Thursday, 11 February 2021 at 2:00pm through Zoom using this meeting ID: 330 201 0390.

May we request that you respond to the attached questionnaires, prior the meeting, in order for us to conduct the discussion in a well-structured manner. We would appreciate receiving answered questionnaires tomorrow, Wednesday, 10 February 2021, at 2 pm.

Your responses should give substance and guidance in the crafting of a comprehensive communication plan that is responsive to our mandate.

We thank you in anticipation of your positive response and cooperation.


BENNY D. ANTIPORDA

MEMO NO. 2021 - 119

Let's Go Green!

Partnership with the Department of Education & CHED - Integration of Environmental Education in the Educational System starting in Primary Education Level (DEPED, CHED):

Based on the discussions, this is already being done. We are tasked to assist in further reviving and/or enhancing this program. In this regard, may we please know the following:

- 1.1** When did DENR start with these partnerships?
- 1.2** Based on your objective evaluation, how this program faring? What are the concrete evidence to prove the claims emanating from the objective evaluations?
- 1.3** Which Communication Objective or objectives in the previous Communication Roadmap are being addressed by this current strategy?
- 1.4** What are the OBJECTIVELY DEFINED METRICS, MEASURES, & SUCCESS INDICATORS which would so far measure the effectiveness of this ongoing or completed program in reaching the previous communication objectives established? Are there data, figures, percentages, etc. to prove the claims?
- 1.5** What are the challenges encountered, given this course of action?
- 1.6** What are the success areas of this course of action?
- 1.7** Is this partnership being sustained and consistently implemented?
- 1.8** What are the results and outcomes of these partnerships?
- 1.9** What are the effects and impact of these partnerships to the overall well-being of the natural environment?
- 1.10** Did this course of action allow the agency to meet the previous Communication Roadmap's overall communication goal?
- 1.11** Are there past and current Creative Materials/Executions to support those which are currently being implemented?
- 1.12** How effective are these past and current Creative Materials, and are they aligned with the previous communication campaign's a). Objectives; b) Central Messaging Core Idea; c). Measures & Metrics established? In what specific ways or manner are they aligned?

Program/Campaign Briefings Nationwide on a Yearly Basis by DENR Information Officers Nationwide - LGU & Constituent Mobilization

Based on the discussions, this is already being done. We are tasked to assist in further reviving and/or enhancing this program. In this regard, may we please know the following:

1.1. Information Officers/Strategic Communicators should integrate a "Community Relations Plan" in their IEC Action Plans.: *How are the Information Officers faring in consistently implementing their "Community Relations Plans?" What is the current Community Relations Plan format being utilized by the regional communication offices?*

1.2. Program Briefings should include Facts & Figures/Statistics to monitor and track the efficacy of the implemented actions and initiatives.
How are the Information Officers faring in consistently implementing the "Briefings?" Has a Content Analysis of the Marketing Communication Briefing Materials been conducted? Who are their audience for the briefings and how often are these being conducted? What are the METRICS to measure the effectiveness (so far) of these Program Briefings?

1.3. When did DENR start with these partnerships and/or programs/endeavors? With LGUs? With Law Enforcement Agencies?

1.4. Based on your objective evaluation, how is this program faring? What are the concrete evidence to prove the claims emanating from the objective evaluations?

1.5. Which Communication Objective or objectives in the previous Communication Roadmap are being addressed by this current strategy?

1.6. What are the OBJECTIVELY DEFINED METRICS, MEASURES, & SUCCESS INDICATORS which would so far measure the effectiveness of this ongoing or completed program in reaching the previous communication objectives established? Are there data, figures, percentages, etc. to prove the claims?

1.7 What are the challenges encountered, given this course of action?

1.8 What are the success areas of this course of action?

1.9 Is this partnership being sustained and consistently implemented?

1.10 What are the results and outcomes of these partnerships, programs, endeavors?

1.11 What are the effects and impact of these partnerships to the overall well-being of the natural environment? Please qualify the claims in accordance with its impact toward the current condition of the overall natural environment.

1.12 Did this course of action allow the agency to meet the previous Communication Roadmap's overall communication goal?

1.13 Are there past and current Creative Materials/Executions to support those which are currently being implemented?

1.14 How effective are these past and current Creative Materials/Executions, and are they aligned with the previous communication campaign's a). Objectives; b) Central Messaging Core Idea; c). Measures & Metrics established? In what specific way or manner are they aligned?

Inter-Agency Collaboration (MMDA, DOT, DILG, DOH, DSWD, Law Enforcement, Agriculture) likened to Co-Branding Endeavors in the Private Business Sector

Based on the discussions, this is already being done. We are tasked to assist in further reviving and/or enhancing this program. In this regard, may we please know the following:

- 1.1 When did DENR start with these partnerships? Which specific agencies? In what capacity?
- 1.2 Based on your objective evaluation, how is this program faring? What are the concrete evidence to prove the claims emanating from the objective evaluations?
- 1.3 Which Communication Objective or objectives in the previous Communication Roadmap are being addressed by this current strategy?
- 1.4 What are the OBJECTIVELY DEFINED METRICS, MEASURES, & SUCCESS INDICATORS which would so far measure the effectiveness of this ongoing or completed program in reaching the previous communication objectives established? Are there data, figures, percentages, etc. to prove the claims?
- 1.5 What are the challenges encountered, given this course of action?
- 1.6 What are the success areas of this course of action?
- 1.7 Is this partnership being sustained and consistently implemented?
- 1.8 What are the results and outcomes of these partnerships?
- 1.9 What are the effects and impact of these partnerships to the overall well-being of the natural environment? Please qualify the claims in accordance with its impact toward the current condition of the overall natural environment.
- 1.10 Did this course of action allow the agency to meet the previous Communication Roadmap's overall communication goal?
- 1.11 Are there past and current Creative Materials to support those which are currently being implemented?
- 1.12 How effective are these past and current Creative Materials, and are they aligned with the previous communication campaign's a). Objectives; b) Central Messaging Core Idea; c). Measures & Metrics established? In what specific way or manner are they aligned?

Partner with Church & Religious as an Influencer (Religious Groups)

Based on the discussions, this is already being done. We are tasked to assist in further reviving and/or enhancing this program. In this regard, may we please know the following:

- 5.1. When did DENR start with these partnerships? Which religious/sectarian order? In what capacity? What is being covered by the partnership?
- 5.2. Based on your objective evaluation, how is this program faring? What are the concrete evidence to prove the claims emanating from the objective evaluations?
- 5.3. Which Communication Objective or objectives in the previous Communication Roadmap are being addressed by this current strategy?
- 5.4. What are the OBJECTIVELY DEFINED METRICS, MEASURES, & SUCCESS INDICATORS which would so far measure the effectiveness of this ongoing or completed program in reaching the previous communication objectives established? Are there data, figures, percentages, etc. to prove the claims?
- 5.5. What are the challenges encountered, given this course of action?
- 5.6. What are the success areas of this course of action?
- 5.7. Is this partnership being sustained and consistently implemented?
- 5.8. What are the results and outcomes of these partnerships?
- 5.9. What are the effects and impact of these partnerships to the overall well-being of the natural environment? Please qualify the claims in accordance with its impact toward the current condition of the overall natural environment.
- 5.10. Did this course of action allow the agency to meet the previous Communication Roadmap's overall communication goal?
- 5.11. Are there past and current Creative Materials/Execution to support those which are currently being implemented?
- 5.12. How effective are these past and current Creative Materials, and are they aligned with the previous communication campaign's a). Objectives; b) Central Messaging Core Idea; c). Measures & Metrics established? In what specific way or manner are they aligned?

Partnership with NGOs

Based on the discussions, this is already being done. We are tasked to assist in further reviving and/or enhancing this program. In this regard, may we please know the following:

- 8.1 When did DENR start with these partnerships? Which NGOs? In what capacity?
- 8.2 Based on your objective evaluation, how is this program faring? What are the concrete evidence to prove the claims emanating from the objective evaluations?
- 8.3 Which Communication Objective or objectives in the previous Communication Roadmap are being addressed by this current strategy?
- 8.4 What are the OBJECTIVELY DEFINED METRICS, MEASURES, & SUCCESS INDICATORS which would so far measure the effectiveness of this ongoing or completed program in reaching the previous communication objectives established? Are there data, figures, percentages, etc. to prove the claims?
- 8.5 What are the challenges encountered, given this course of action?
- 8.6 What are the success areas of this course of action?
- 8.7 Is this partnership being sustained and consistently implemented?
- 8.8 What are the results and outcomes of these partnerships?
- 8.9 What are the effects and impact of these partnerships to the overall well-being of the natural environment? Please qualify the claims in accordance with its impact toward the current condition of the overall natural environment.
- 8.10 Did this course of action allow the agency to meet the previous Communication Roadmap's overall communication goal?
- 8.11 Are there past and current Creative Materials to support those which are currently being implemented?
- 8.12 How effective are these past and current Creative Materials/Executions, and are they aligned with the previous communication campaign's a). Objectives; b) Central Messaging Core Idea; c). Measures & Metrics established? In what specific way or manner are they aligned?

Tie-up with Corporate Social Responsibility Programs of Private Corporations

Based on the discussions, this is already being done. We are tasked to assist in further reviving and/or enhancing this program. In this regard, may we please know the following:

- 1.1. When did DENR start with these partnerships? Which corporations? In what capacity?
- 1.2. Based on your objective evaluation, how this program faring? What are the concrete evidence to prove the claims emanating from the objective evaluations?
- 1.3. Which Communication Objective or objectives in the previous Communication Roadmap are being addressed by this current strategy?
- 1.4. What are the OBJECTIVELY DEFINED METRICS, MEASURES, & SUCCESS INDICATORS which would so far measure the effectiveness of this ongoing or completed program in reaching the previous communication objectives established? Are there data, figures, percentages, etc. to prove the claims?
- 1.5. What are the challenges encountered, given this course of action?
- 1.6. What are the success areas of this course of action?
- 1.7. Is this partnership being sustained and consistently implemented?
- 1.8. What are the results and outcomes of these partnerships?
- 1.9. What are the effects and impact of these partnerships to the overall well-being of the natural environment? Please qualify the claims in accordance with its impact toward the current condition of the overall natural environment.
- 1.10. Did this course of action allow the agency to meet the previous Communication Roadmap's overall communication goal?
- 1.11. Are there past and current Creative Materials to support those which are currently being implemented?
- 1.12. How effective are these past and current Creative Materials/Executions, and are they aligned with the previous communication campaign's a). Objectives; b) Central Messaging Core Idea; c). Measures & Metrics established? In what specific ways or manner are they aligned?