



Republic of the Philippines
Department of Environment and Natural Resources
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MEMORANDUM

FOR/TO : ALL REGIONAL EXECUTIVE DIRECTORS
BUREAU DIRECTORS
HEADS OF ATTACHED AGENCIES

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

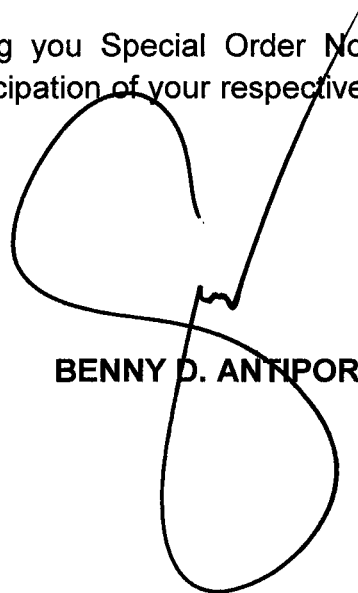
SUBJECT : Special Order No. 2021-115, Authorizing the Conduct
of Learning Event for the “DENR Results-Based Strategic
Communication Plan”

The Strategic Communication and Initiatives Service (SCIS) in partnership with Human Resource Development Service (HRDS) and MW LEADS Management Consulting will be conducting a Learning Event entitled “DENR Results-Based Strategic Communication Plan” on April 6, 8, 13, and 15, 2021 via Zoom application. The event will be attended by Information Officers and Youth Desk Officers from the regions, bureaus, attached agencies and central office.

One of the objectives of the learning event is to capacitate the learners to produce a clear and comprehensive strategic communication plan as an output.

In connection with this, we are furnishing you Special Order No. 2021-115, Authorizing the conduct of the same and the participation of your respective Information Officers and Youth Desk Officers.

For your information and guidance.



BENNY D. ANTIPODA

CC: **Atty. Juan Miguel T. Cuna**
Usec for Field Operations

MEMO NO. 2021 - 223



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MAR 10 2021

SPECIAL ORDER

No. 2021- 115

**SUBJECT: AUTHORIZING THE CONDUCT OF LEARNING EVENT FOR THE
“DENR RESULTS-BASED STRATEGIC COMMUNICATION PLAN”**

In the interest of the service and in pursuit of the mandate and developmental principle of the department for a sustainable environment through strong collaboration with internal and external partners, the conduct of Learning Event relative to the “DENR Results-Based Strategic Communication Plan” is hereby authorized to be held on the following schedules:

Date	Time	Topic
April 6, 2021	10:00AM – 12:00NN (morning session)	Environmental Scanning
	1:30PM – 3:30PM (afternoon session)	Target Market/Audience Profiling
April 8, 2021	9:00AM – 11:00AM (morning session)	Communication Message Integration
	1:30PM – 3:30PM (afternoon session)	Stakeholder Analysis and Mapping
April 13, 2021	9:00AM – 11:00AM (morning session)	Digital Marketing and Social Media
	1:30PM – 3:30PM (afternoon session)	SWOT Analysis
April 15, 2021	9:00AM – 11:00AM (morning session)	Measures, Metrics, Monitoring Systems and Key Success Indicators
	1:30PM – 3:30PM	Core Competencies of Communication Professionals
	3:30PM – 4:30PM (afternoon session)	Integration

The learning event shall be able to capacitate the learners to produce and build a clear and comprehensive communication plan to be able to express clearly core messages of the department with targeted stakeholders.

This event shall be attended by the following personnel:

Office	Name	Position
NCR	Christopher C. Villarin	Regional Strategic Communication and Initiatives Group (RSCIG) Chief
NCR	Heracleo D. Lagrada, Jr.	RSCIG Staff
CAR	Perlita R. Nerja	RSCIG Chief
CAR	Gayle S. Astudillo	RSCIG Staff
Region 1	Renelita A. Santos	RSCIG Chief

Region 1	Mariel S. Aquino	RSCIG Staff
Region 2	Corazon C. Corpuz	RSCIG Chief
Region 3	Donaver M. Guevarra	RSCIG Chief
Region 3	Rafael Cruz	RSCIG Staff
Region 4A	Czarina Maria G. Escandor	RSCIG Staff
Region 4A	April C. Saños	RSCIG Staff
Region 4B	Madona P. Corado	RSCIG Chief
Region 5	Ancie L. Lawenko	RSCIG Chief
Region 6	Artemio Salvador C. Colacion	RSCIG Chief
Region 6	Jessie L. Reyes	RSCIG Staff
Region 7	Maricita Cabasa	RSCIG Chief
Region 8	Maita Reina G. Sugang	RSCIG Chief
Region 9	Roservirico A. Tan	RSCIG Chief and Principal Regional Youth Desk Officer (PRYDO)
Region 9	Winnielyn T. Abayon-Cariazo	RSCIG Staff
Region 10	Lina D. Calvez	RSCIG Chief
Region 10	Marlowe M. Paragas	RSCIG Staff
Region 11	Jayvee Jude. V. Agas	RSCIG Chief and PRYDO
Region 12	Khadija "Khendy" Bayam-Benpolok	RSCIG Chief and PRYDO
Region 12	Von Harold dela Cruz	RSCIG Staff
Region 13	Maria Catherine M. Gonzaga	RSCIG Chief and PRYDO
FMB	Alexis Louise V. Revilliza	Information Officer (IO) and Principal Youth Desk Officer (PYDO)
FMB	Rowell B. Velonza	IO and Alternate Youth Desk Officer (AYDO)
LMB	Martin Lorenzo Alba	IO
LMB	Melanie Beler Malto	IO
EMB	Amherstia Calma	IO
EMB	Rozyn Ann Villanueva	IO
BMB	Kathryn N. Almira	IO
MGB	Edgar C. Madera	IO
MGB	Venus Amor Sarmiento	IO
ERDB	Liberty E. Asis	IO
ERDB	Ma. Vienna Autria	IO
LLDA	Maureen S. Tolentino	IO
LLDA	Jasmin Cuizon	IO
NAMRIA	Annrou R. Ramos	IO and PYDO
NAMRIA	Zenaida A. Leano	IO and AYDO
NWRB	Heleena Claire P. Espina	IO
NWRB	Alpha B. Areniego	IO
PCSDS	John Vincent Fabello	IO
PCSDS	Kishia I. Hardiolen	IO
NCR	Arizol John C. Abad	PRYDO
NCR	Al Pia Loren Z. Goda	ARYDO
CAR	Giovani Joy N. Fontanilla	PRYDO
CAR	George Russel N. Erfe	ARYDO
Region 1	Zenaida L. Paday-os	PRYDO
Region 1	Denise Marie C. Lorenzo	ARYDO
Region 2	Ralffe C. Concepcion	PRYDO
Region 2	Christine N. Torda	ARYDO
Region 3	Joshua Rei N. Ubaldo	PRYDO
Region 3	Rafael B. Cruz	ARYDO
Region 4A	Martha Bernadette G. Gealon-Abdul	PRYDO
Region 4A	Dionelyn R. Servañesz	ARYDO

Region 4B	Jyferson A. Villapa	PRYDO
Region 4B	Jayhne Maeritz A. Barcenal	ARYDO
Region 5	Anne Rose A. David	PRYDO
Region 5	Jade N. Loria	ARYDO
Region 6	Mary Ann A. Baldove	PRYDO
Region 6	Artemio Salvador C. Colacion	ARYDO
Region 7	Sterremae L. Allego	PRYDO
Region 7	Stephanie Ave C. Dahino	ARYDO
Region 8	Pablito D. Arago, Jr.	PRYDO
Region 8	Bonavie M. Robinio	ARYDO
Region 8	Irene Agnes P. Homeres	ARYDO
Region 9	Ilmeh Marie D. Enriquez	ARYDO
Region 10	Shannon Lyn A. Aboc	PRYDO
Region 10	Golda Meir M. Uayan	ARYDO
Region 12	Cirilo A. Lagnason, Jr.	ARYDO
Region 12	Jeacoh P. Durban	ARYDO
Region 13	Hannag Yelle M. Morano	ARYDO
LMB	Genalyn Verbo	PYDO
BMB	Deborah D. Valderon	PYDO
BMB	Noel Jessie Aquino	AYDO
EMB	Maria Sayra M. Dometita	PYDO
EMB	Emil Xavier S. Cruz	AYDO
MGB	Leilani M. Saunders	AYDO
ERDB	Ann Valerie V. Gillado	PYDO
ERDB	Aaron Abel D. Banayo	AYDO
LLDA	Ronald Ravelo	PYDO
LLDA	Melanie Miclat	AYDO
NWRB	Ma. Cristina B. Arellano	PYDO
NWRB	Nathan Tambobong	AYDO
PCSDS	Rachell Ann Cariño	PYDO
PCSDS	Kishia Hardiolen	AYDO
PRCMO	Maria Morena S. Oca	PYDO
PRCMO	Raphael Anthony Torres	AYDO
TF-TaK	Jerry G. Capulong	Deputy National Coordinator
SCIS	Joseph Villaflor	National Youth Desk Officer
SCIS	Maria Vannesa Bal	National Youth Desk Officer
SCIS	Julie Ibulan	Division Chief, SMCRD
SCIS	Maria Rainelda Ferraris	Division Chief, PID
SCIS	Adona P. San Diego	Division Chief, DCD
SCIS	Raymond R. Virgino	Division Chief, SAEPD
SCIS	Ernestina Jose	Staff, SMCRD
SCIS	Atty. Manuel Rodriguez	Staff, SMCRD
SCIS	Priscilla Obnial	Staff, PID
SCIS	Robelyn Ceballo	Staff, PID
SCIS	Rowena Ganibi	Staff, DCD
SCIS	Maria Madeline dela Peña	Staff, DCD
SCIS	Gaudencio dela Cruz	Staff, DCD
SCIS	Julita Mustapha	Staff, SAEPD
SCIS	Roy Gulane	Staff, SAEPD
SCIS	Melanie Rey	Staff, SAEPD

Further, to provide guidance and direction to the organization and implementation of the learning event, the following officials and personnel are hereby assigned as follows:

I. Learning Event Administrator - Benny D. Antiporda

Undersecretary for Solid Waste Management,
Local Government Units Concerns, and
Supervising Undersecretary for Strategic
Communication and Initiatives Service and
Task Force Tayo ang Kalikasan

- Oversees the preparatory activities and ensures the smooth and efficient implementation of the event.

II. Learning Event Managers - Ric G. Enriquez

Director, Human Resource Development
Service (HRDS)

Hiro D. Masuda

Director, Strategic Communication and
Initiatives Service (SCIS)

Maria Matilda A. Gaddi

Executive Director, Task Force Tayo ang
Kalikasan (TF-TaK)

Wilson E. Henson

Division Chief, Training and
Development Division (TDD-HRDS)

- Monitor the overall conduct of the learning event in such a way that its objectives are met;
- Delegate tasks and ensure that the same are being done well on time and within the budget; and
- Provide recommendation for improvement and report to Learning Event Administrator for approval.

III. Coordinator - Melanie C. Rey

DMO III, SAEPD-SCIS

- Communicates with resource persons, concerned offices and participants about learning event schedules, budget, and other related information and requirements, as approved by the Learning Event Managers; and
- Collaborates with other team members for the effective and efficient implementation of the event.

IV. Zoom Technical Team - Ken Harold D. Delos Santos

Ma. Leonelyn Karol V. Tabares
DMO I, SAEPD-SCIS

One (1) HRDS representative

- Act as zoom technical host/administrator and co-host responsible in managing the video teleconferencing application during the conduct of the learning event;
- Ensure that online activity works smoothly for the participants and resource persons; and
- Secure fast and reliable internet accessibility.

V. **Moderator** - **Juan Miguel S. Villanueva**
Administrative Aide IV, SAEPD-SCIS

One (1) HRDS representative

- Ensures seamless transition of activities and/or discussions and monitors the schedule as assigned; and
- Supports the resource persons in facilitating learning event activities.

VI. **Technical Secretariat** - **Roberto Feliciano**
Jennifer Manongdo
Mariet Cabral
Ian Masangcay
April Anne Casas
Chelsea Bautista
Melanie Rey – Head Technical Secretariat

- Co-facilitate break-out group discussion and/or activity;
- Document the discussions per session and submit end-learning event report to the Learning Event Administrator through Event Managers.


As such, all expenses to be incurred in the conduct of the activity, such as supplies (internet appropriations), resource persons fees and other allowable incidental costs, shall be charged against DENR Strategic Communication and Initiatives Service (SCIS) funds, subject to the usual accounting and auditing rules and regulations.

This learning event shall have an equivalent of sixteen (16) training hours, and only those who will complete the total number of training hours shall receive Certificate of Completion. Technical and some concerned personnel shall attend the said event face-to-face, while the rest of the participants shall participate via zoom teleconferencing application.

A report shall be submitted to the undersigned within fifteen (15) days after the completion of the activity.

The SCIS Director in coordination with the Director of HRDS is authorized to amend and/or reschedule the activity in case of conflict with other activities of the Department or unavailability of the Learning Service Provider.

This Order takes effect on the dates specified herein, unless set to another date.


ATTY. ERNESTO D. ADOBO, JR., CESO I
Undersecretary for Legal, Administration,
Human Resources and Legislative Affairs

