



Republic of the Philippines  
DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES  
Visayas Avenue, Diliman, Quezon City  
Tel Nos. 929-6626 to 29; 929-6633 to 35  
926-7041 to 43; 929-6252; 929-1669  
Website: <http://www.denr.gov.ph> / E-mail: [web@denr.gov.ph](mailto:web@denr.gov.ph)

**MEMORANDUM**

FOR : All Regional Executive Directors  
All Directors, Line and Staff Bureaus  
All Heads, Attached Agencies

FROM : The Executive Director  
Task Force Tayo Ang Kalikasan and  
Concurrent Assistant Director  
Strategic Communication and Initiatives Service

SUBJECT : **DENR-WIDE TAYO ANG KALIKASAN (TAK) JINGLE-MAKING CONTEST**

DATE : April 20, 2021

The Task Force Tayo Ang Kalikasan on the Program for the Environment and Natural Resources for Restoration, Rehabilitation and Development (PRRD) was created pursuant to *DENR Special Order No. 2017-974* dated December 04, 2017, to strengthen the advocacies of the Department of Environment and Natural Resources (DENR) on the protection, conservation, restoration and management of the natural resources.

As part of the commitment in environmental stewardship and partnership towards a steadfast and resolute environmental governance, the department celebrates its annual Earth Day and Environment Month celebrations, paving its way to uphold and sustain its advocacy in environmental awareness, consciousness and responsiveness.

To firmly establish its significance, the DENR through the Task Force Tayo Ang Kalikasan (TFTAK) will embark on a **TAK Jingle-Making Contest** which aims to search for an innovative, unique and informative, hip and phenomenal winning piece that shall be the used and aired for publicity campaign and public relations in all upcoming events/activities, enterprises and partnerships.

The Jingle shall give emphasis on issues and interests concerning/arising from a diverse scope of Environment, Forestry, Lands, Mining and Biodiversity e.g. land, air, water, solid and hazardous wastes, all kinds of pollution, illegal mining and logging, deforestation affecting climate, natural ecosystems and biodiversity, wildlife extinction, landslides, global warming and climate change, in addition to other prevalent environmental issues which may be spoken and addressed to the public.

All DENR Regional and Bureau Offices including Attached Agencies employees, songwriters, musicians singers and/or music enthusiasts of any status (Permanent/Casual/Contractual-PS/Contract of Service) are invited to take part in this activity. Entries shall be screened by a panel of judges. The board will determine the winners based on the following criteria:

○ <b>Creativity</b> (use of structure, instruments, vocals)	40%
○ <b>Lyric Content</b> (songwriting style, technique and originality, clarity, language and phrasing)	30%
○ <b>Melody</b> (rhythm, music)	20%
○ <b>Facebook (FB) Viewer's Impact</b> (live streaming)	10%
<b>TOTAL</b>	<b>100%</b>

Despite the COVID-19 pandemic, the DENR TFTAK, through this activity, is optimistic to push its programs and convey its advocacy for good and effective governance.

Attached is a copy of DENR Special Order No. 178 dated March 19, 2021 with subject, "*Authorizing The Conduct of Task Force Tayo Ang Kalikasan Activities for the Earth Day and Environment Month Celebrations 2021*" as reference.

For information and guidance.

  
MARIA MATILDA A. GADDI



# **TAYO ANG KALIKASAN**

Theme: Ikaw, Ako, Tayo Ang Kalikasan

## **TAK JINGLE-MAKING Contest**

**Deliberation/Selection of Winner  
June 12-18, 2021**

**Awarding  
June 22, 2021**



# Tayo Ang Kalikasan

presents

## Tayo Ang Kalikasan TAK Jingle-Making Contest

**Theme: Ikaw, Ako, Tayo Ang Kalikasan**

### **Mechanics:**

1. The contest is open to All DENR employees.
2. Each entry must be an **original composition** of the contestant.
3. The theme "*Ikaw, Ako, Tayo Ang Kalikasan*" must convey the message of *consciousness, responsiveness, awareness and positive behavior* on the environment for the next generation.
4. Lyrics of the jingle must be in Filipino, English or a combination of both. If lyrics would include a word which does not have a general and/or accepted definition, the contestant must include an interpretation of the word.
5. Words which are registered trademarks are not allowed.
6. Entries must be in mp4 format and shall not exceed one (1) minute.
7. A composition can be in acapella and/or in musical arrangement.
8. The Regional Executive Directors, Bureau Directors and Heads of Attached Agencies with their selection board/committee, will choose one (1) from among their submitted entries as official entry for the TAK Central Office selection.

- 9.** All official entries must be endorsed by their respective Heads of Offices (REDs, Bureau Directors, Heads of Attached Agencies) submitted directly to the Office of the Executive Director and Concurrent Asst. Director, SCIS DENR-Central Office thru email at **tayoangkalikasan@gmail.com** on or before 5:00 p.m. of June 11, 2021.
- 10.** Deliberation and Selection of winners will be on June 12-18, 2021.
- 11.** Awarding Ceremony/Announcement of Winners will be on June 22, 2021. The Grand Prize winner will be posted thru Facebook Page Account for three (3) consecutive weeks.
- 12.** Decision from the Board of Judges shall be final. All entries submitted shall become the property of the Department.

**Requirements to be sent electronically:**

1. Duly accomplished Registration Form
2. Song/Tract Title in MP4 format with lyrics (typewritten) in legal-sized paper
3. Participant's scanned copy of DENR I.D. and other government-issued I.D.s
4. Copyright waiver and certification

**Prizes:**

- |                    |  |
|--------------------|--|
| Grand Prize Winner | P30,000.00 and a Plaque of Recognition                                   |
| Entry Prize        | P 3,000.00 and a Certificate of Participation for each entry/participant |

**TAK JINGLE-MAKING CONTEST**

**REGISTRATION FORM**

**PARTICIPANT'S NAME:** \_\_\_\_\_

**OFFICE/REGION:** \_\_\_\_\_  
**(PLACE OF ASSIGNMENT)**

**OFFICE ADDRESS:** \_\_\_\_\_  
\_\_\_\_\_

**POSITION TITLE/**  
**DESIGNATION:** \_\_\_\_\_

**CONTACT NUMBER/S:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**SONG/TRACT TITLE:** \_\_\_\_\_

**WAIVER AND CERTIFICATION**

The submission of this jingle authorizes the DENRCO-TAK to use the same for DENR IEC program and social mobilization and that the TAK is not held liable for any legal claims involving copyright, trademark, credits, royalty infringement or any other violations related to the jingle. Once the prize has been received, the TAK shall have complete and sole ownership of the winning jingle to be utilized as its discretion and for whatever legal purpose it may serve.

\_\_\_\_\_  
**SIGNATURE OVER PRINTED NAME**



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**SPECIAL ORDER**  
No. 2021 - 178

MAR 19 2021

**SUBJECT: AUTHORIZING THE CONDUCT OF TASK FORCE TAYO ANG KALIKASAN ACTIVITIES FOR THE EARTH DAY AND ENVIRONMENT MONTH CELEBRATIONS 2021**

In the interest of the service and to support the initiatives for Earth Day and Environment Month celebrations with the end goal of streamlining the advocacy of Task Force Tayo ang Kalikasan (TFTAK) for a citizen's movement towards environmental protection, the conduct of the following activities are hereby authorized:

<b>Activity</b>	<b>Period</b>	<b>Coverage</b>	<b>Participants</b>	<b>Description</b>
Tayo ang Kalikasan "Youth Empowerment Session" (TAK Yes!) (Virtual Process)	March-April 2021	DENR Region 6	Environment and Natural Resources (ENR) Ambassadors	A four-day activity mentoring ENR Ambassadors on critical thinking and active participation on ENR issues within the TAK framework.
TAK Jingle Making Contest (Virtual Process)	April-June 2021	DENR Regions 1-13, NCR, CAR	DENR Personnel	A three-month search for the most appropriate song/ tune that will generate and enhance awareness to the advocacy of Tayo ang Kalikasan and capture support for sustaining DENR Program for Restoration, Rehabilitation, and Development (PRRD).
Simultaneous Installation of Trash Tarps (Face-to-Face)	April 2021	Barangays Quirino 3A, Claro, East Kamias and Mangga, Project 4, Quezon City	TFTAK, LGU, Barangays Quirino 3A, Claro and Mangga, Project 4, Quezon City. Rotary Clubs. Civic Organizations	A continuing initiative in partnership with the private sector in solid waste management in relation to the rehabilitation of Manila Bay.

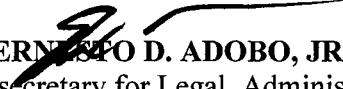
Bamboo Nursery Establishment (Face-to-Face)	April 2021	Sitio Karugo, Wawa, Montalban, Rizal	TFTAK, DENR PAMU Office, <i>Mga Anak ng Inang Daigdig</i> (NGO), LGU Montalban, Rizal	An activity in collaboration with civic organizations supporting the reforestation of the Marikina Watershed initiated by the NGO <i>Mga Anak ng Inang Daigdig</i> .
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The activities shall be conducted via Zoom and Face-to-Face. All expenses to be incurred in relation thereto (i.e. food, honorarium of the resource persons, supplies and materials, miscellaneous and other allowable incidental expenses) shall be charged against TFTAK funds, subject to the usual accounting and auditing rules and regulations.

The TFTAK Executive Director and Deputy National Coordinator shall take the lead in the conduct of the said activities. Activity reports shall be submitted to the undersigned, thru channels. Fifteen (15) working days after conclusion of each activity.

The Undersecretary for Solid Waste Management and Local Government Units Concerns, and Supervising Undersecretary for Strategic Communication and Initiatives Service and Task Force Tayo ang Kalikasan is authorized to change the schedule of activities in case of conflict with other activities of the Department.

This Order shall take effect on the dates specified herein.

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

