



Republic of the Philippines
Department of Environment and Natural Resources
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MEMORANDUM

TO : All Regional Executive Directors

FROM : The Undersecretary
Solid Waste Management and Local Government Units Concerns

SUBJECT : **COMMENTS ON REVISED GUIDELINES ON THE EXTERNAL DENR WEB PORTAL**

Attached is the Revised Guidelines on the External DENR Web Portal prepared by the Public Information Division of the Strategic Communication and Initiatives Service.

May we request comments from your office on the said guidelines prior to submission to the Policy Technical Working Group of the Policy and Planning Service of the DENR Central Office for their deliberation.

We would appreciate receiving your comments on or before June 15, 2021.

For appropriate action.



BENNY D. ANTIPODA

MEMO NO. 2021-354

Guidelines on the Operationalization, Administration, and Proper Use of External DENR Web Portal (EDWP) and Regional External DENR Web Portals (REDWP)

Section 1. Declaration of Policy

The 1987 Constitution provides that the State shall recognize the vital role of communication and information in nation-building;

Pursuant to Administrative Order No. 39, series of 2013, the Department of Science and Technology put in place the Integrated Government Philippine (iGovPhil) Project which set guidelines to be observed by all government agencies for the Government Website Template. These were aimed to enhance the content of their websites and encourage public viewing.

It was based on these mandatory requirements that the External Department of Environment and Natural Resources (DENR) Web Portal (EDWP) was designed.

The EDWP is the DENR's online communication platform to reach the public, and its various clients and stakeholders. It enables them to engage, support, and participate in the Department's environmental programs and projects, as well as enhance their compliance with environmental laws and policies of the government.

Section 2. Objectives

2.1 General Objective

To provide guidelines for the operation, proper administration, efficient and effective use of the EDWP for it to serve as the agency's effective communication tool for information and promotion of its plans, policies, programs, and other activities.

2.2 Specific Objectives

2.2.1 To familiarize the Regional Strategic Communication Information Groups (RSCIGs) and designated website administrators or web focal persons with the features and functionalities of the government prescribed web template;

2.2.2 To guide the RSCIGs and designated website administrators or web focal persons on the uniform manner of operation and management of EDWP/ REDWP, particularly on the following matters:

- a. Uploading/posting of required documents, digital images, etc.;
- b. Enhancement of EDWP/REDWP design;
- c. Regular updating of their online contents; and
- d. Quick access of the public and/or specific sectors to the EDWP/REDWP.

Section 3. Scope

These guidelines shall cover the operationalization, administration, and proper use of the External DENR Web Portal (EDWP) and Regional External DENR Web Portals (REDWP).

It shall be for the use of RSCIGs and designated website administrators or web focal persons, and DENR service units with website modules or are module owners.

Section 4: Definition of Terms

4.1 EDWP - Acronym for External DENR Web Portal which is more commonly referred to as the DENR main website, with web address, <https://denr.gov.ph/>.

The online platform of the DENR for its information and promotion of plans, programs and other activities

4.2. REDWP - Acronym for Regional External DENR Web Portal, which is more commonly referred to as the DENR regional website, with web address of specific DENR region.

Example: r1.denr.gov.ph for website of DENR Region 1

The online platform of a specific DENR regional office for its information and promotion of plans, programs and activities. REDWPs are counterpart websites of the EDWP in the regions.

4.3 Web materials/content – Any electronic copy of files such as documents and photos, videos and audio that are uploaded/posted on or downloaded from the site.

It includes media materials (press releases, photo releases, feature articles, regional/provincial news), Laws and Policies, Priority Programs, Frontline Services, Announcements, Bid Opportunities, Career Opportunities, E-Library, Learning & Development, DENR News Alerts, Kalikasan Newsletter, Transparency Seal, Freedom of Information, Citizen Charter and other related links posted in the external website

4.4 Web Administrator/Web Focal Person - Personnel assigned or designated to manage and operationalize EDWP/REDWP; upload and update web content and regularly monitor its functionality, visibility and performance.

4.5 Web Content Manager/Editor - Personnel who has writing skills and technical know-how, designated to ensure that the information and data in the EDWP/REDWP are accurate, well-written, and up-to-date.

4.6 Web Content Uploader – Personnel who shall be responsible for timely uploading/ digital editing/ layout designing and publishing or posting of information/ web content in EDWP/REDWP.

4.7 Web Technical Manager - Personnel who shall be responsible for the maintenance and other activities to enhance the design of EDWP/REDWP. The one who has technical know-how specifically on the “back-end” of the EDWP system.

4.7 Module Owner – the DENR service unit or office that has a designated module or information corner in the EDWP. Has the responsibility to regularly update the content of its module and is in direct coordination with the KISS/SCIS for access to its module.

Example: Human Resource Development Service (HRDS) Personnel Division for Career Opportunities and DENR Directory; Training and Development Division (TDD) for Learning Events, and Career and Development Division (CDD) for Scholarships; Administrative Service-Property & Supply Management for Bid Opportunities.

4.8 End-user - One who has access to the EDWP/REDWP for purposes of viewing, printing or downloading contents. End-users include general public (students, stakeholders, private/public organizations), DENR officials and personnel; or any person who views, prints, downloads uploaded materials from the EDWP/REDWP.

Section 5. Responsibilities of EDWP/REDWP administrators and web focal persons

5.1. The following DENR offices shall act as the main administrators of the EDWP:

- a. Knowledge and Information Systems Service (KISS) for the web technical requirements and internet protocols; and
- b. Strategic Communication and Initiatives Service (SCIS) for content management.

5.2. An amendment of DENR Special Order 2019-751 shall be prepared by the SCIS to update and/or revise the list of designated web focal persons from DENR Central and Regional Offices and other service units tasked to contribute to or update the contents of modules relevant to their offices.

5.3. The following shall be the general duties and responsibilities of the EDWP/REDWP administrators, web focal persons and end-users:

| User | Duties and Responsibilities |
|--|---|
| Web Administrator/Web Focal Persons - KISS and SCIS | <ul style="list-style-type: none"> • Monitor regularly the portal’s functionality, appearance, content, and/or performance • Collaborate with other administrators and web development team members on discussing and addressing operational requirements modifications, improvements, usage data and other issues arising from the use and application of the portal |

| | |
|---|---|
| | <ul style="list-style-type: none"> Propose conduct of meeting as necessary |
| Web Content Manager/Editor- Permanent Information Officer from the Regional Strategic Communication Information Group (RSCIG) | <ul style="list-style-type: none"> Plan the web content and select appropriate, timely and useful web materials; Write, proofread, and edit web articles/content; Coordinate closely with Web Content Uploader on the selection of photos and other graphic materials and ensures the correctness and updated web content Coordinate closely with Web Technical Manager on EDWP/REDWP availability to the end-user. |
| Web Content Uploader – Permanent personnel from RSCIG | <ul style="list-style-type: none"> Upload timely the approved web content to the REDWP; Coordinate closely with Web Content Manager/Editor for appropriate photos and graphic materials for posting; |
| EDWP Content Team – SCIS-Public Information Division | <ul style="list-style-type: none"> Ensure that web materials such as PID-developed press releases, photo releases, feature articles are uploaded in the EDWP on the date designated by the Web Content Manager |
| Module Owner - SCIS-PID, HRDS-Personnel, TDD, CDD, AS-PSMD | <ul style="list-style-type: none"> Update regularly the module contents and ensure their accuracy |
| End-user – DENR Officials, personnel, stakeholders, general public | <ul style="list-style-type: none"> Report to the web administrator any web material/s that is/are not accessible, outdated, or may have been tampered Use legally any web material downloaded from the website Acknowledge EDWP/REDWP as the source/s of any web material linked to or downloaded. |

Section 6. Repealing Clause

All existing rules, regulations, circulars, instructions, memoranda inconsistent with this Order are hereby repealed or amended, accordingly.

Section 7. Effectivity

This Order shall take effect immediately.