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MEMORANDUM

FOR : **All DENR Undersecretaries
All DENR Assistant Secretaries
All Bureau Directors
All Service Directors
All Regional Executive Directors**

FROM : **The Undersecretary
Policy, Planning and International Affairs**

SUBJECT : **LAUNCHING OF THE "SAVE OUR WATERSHED CAMPAIGN"
UNDER THE INITIATIVES OF THE FORESTLAND
MANAGEMENT PROJECT**

DATE : **JUN 21 2021**

This has reference to the implementation of the "Save Our Watershed (SOW)" Campaign, an IEC initiative of the Forestland Management Project (FMP) towards sustainable watershed management and governance.

The Information, Education, and Communication (IEC) activities of the Project primarily aims to formulate and implement various advocacies, communication, and social mobilization (ACSM) strategies that would preserve the investments of FMP and improve the mindset and behavior of FMP stakeholders towards watershed management and governance. And as part of the Project's IEC activities, "Save Our Watershed" campaign is aimed to achieve the following:

1. To mobilize a whole-of-society effort in watershed conservation and management.
2. To develop resource mobilization and fund generation schemes and mechanisms for watershed development.
3. To identify and develop watershed champions and advocates at the local and national levels.
4. To lobby for the issuance of national directives and/or legislation for the sustainable management of the watersheds in the country.

In line with this, may we invite you to join us in the launching/inception of the "Save Our Watershed" campaign to be held tentatively on 30 June 2021 via Zoom Meeting platform. This kick-off event will be participated by the DENR Secretary and the other key officials, Local Government Units (LGUs), Non-governmental Organizations (NGOs), private sectors and the media. The activity will be broadcasted via Facebook live for wider dissemination of its advocacy. Hence, we would be grateful if you could help us disseminate the information through your websites and/or Facebook pages, and encourage your staff/employees to join the activity. Please refer to the "Save our Watershed" Facebook page for more details.

FOR YOUR CONSIDERATION, PLEASE.


ATTY. JONAS R. LEONES, CESO I

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Let's Go Green!