



Republic of the Philippines
Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City. 1100
Tel. Nos. (632) 929-6626; VOIP Trunkline (632) 8249-3367/8248-3367
Website: <http://www.denr.gov.ph>

January 12, 2022

MEMORANDUM

FOR : ALL REGIONAL EXECUTIVE DIRECTORS

THROUGH : The Chiefs, Regional Strategic Communication and Initiatives Group

FROM : THE DIRECTOR
Strategic Communication and Initiatives Service

SUBJECT : SUBMISSION OF REGIONAL STRATEGIC COMMUNICATION AND INITIATIVES SERVICE ACCOMPLISHMENTS BASED ON THE DENR 8-YEAR RESULTS-BASED STRATEGIC COMMUNICATION PLAN

In view of the upcoming 2023 National Reprogramming Workshop where the SCIS has been tasked to present, we would like to request your submission of accomplishment report of your respective RSCIG that is anchored on the short-term objectives of the 8-Year Results-Based Strategic Communication Plan on or before January 17, 2023. Additionally, we request inclusion of your RSCIG's Budget Utilization Report for 2022.

These reports should offer a glimpse of how doing in so far as accomplishing our objectives under the two-year phase of the communication plan.

Attached in this memo is the sample format of Accomplishment Report for your reference.

For information and appropriate action, please.


KHALIK SERGIO BAYAM

MEMO NO. 2023 - 27



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Sample Accomplishment Report format:

SHORT-TERM OBJECTIVE #1: To determine the awareness of 5% of intended audiences (primary, secondary, and internal) on the central message "Tayo ang Kalikasan"				
PROGRAMS/PROJECTS/ACTIVITIES	KEY SUCCESS INDICATOR	MONITORING SYSTEM	ACCOMPLISHMENTS Period Covered: June 1, 2021-December 31, 2021	ACCOMPLISHMENTS Period Covered: January 1, 2022-December 31, 2022

SHORT-TERM OBJECTIVE #2: To gauge the knowledge of intended audience on the effects of human practices to the environment				
PROGRAMS/PROJECTS/ACTIVITIES	KEY SUCCESS INDICATOR	MONITORING SYSTEM	ACCOMPLISHMENTS Period Covered: June 1, 2021-December 31, 2021	ACCOMPLISHMENTS Period Covered: January 1, 2022-December 31, 2022



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SHORT-TERM OBJECTIVE #3: To determine knowledge of the internal audience on the ten priority programs of the DENR				
PROGRAMS/PROJECTS/ACTIVITIES	KEY SUCCESS INDICATOR	MONITORING SYSTEM	ACCOMPLISHMENTS Period Covered: June 1, 2021- December 31, 2021	ACCOMPLISHMENTS Period Covered: January 1, 2022- December 31, 2022

SHORT-TERM OBJECTIVE #4: To determine basic knowledge on environmental laws in 5% of secondary audience				
PROGRAMS/PROJECTS/ACTIVITIES	KEY SUCCESS INDICATOR	MONITORING SYSTEM	ACCOMPLISHMENTS Period Covered: June 1, 2021- December 31, 2021	ACCOMPLISHMENTS Period Covered: January 1, 2022- December 31, 2022