



Republic of the Philippines  
**Department of Environment and Natural Resources**

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0 5 SEP 2023

**MEMORANDUM**

**FOR :** **THE REGIONAL EXECUTIVE DIRECTOR**  
NCR, Region III and Region IV-A

**THE EXECUTIVE DIRECTOR**  
Manila Bay Coordinating Office (MBCO)

**THE PENR OFFICER**  
Bataan and Cavite

**THE DIRECTOR**  
Environmental Management Bureau

**THE DIRECTOR**  
Biodiversity Management Bureau

**THE DIRECTOR**  
Strategic Communication and Initiatives Service

**THE CHIEF**  
FASPS, Project Management Division

**FROM :** **THE DIRECTOR**  
Foreign Assisted and Special Projects Service

**SUBJECT :** **INVITATION TO THE 4<sup>th</sup> WORKSHOP ON RAISING  
AWARENESS AND SOCIAL AND BEHAVIOR CHANGE UNDER  
THE ENHANCEMENT OF MARINE LITTER MANAGEMENT IN  
MANILA BAY (EMLM) PROJECT**

This has reference to the letter from Korea International Cooperation Agency (KOICA) dated 1 September 2023 (copy attached) requesting for participants for the forthcoming 4<sup>th</sup> Workshop on Raising Awareness and Social and Behavior Change under the Enhancement of Marine Litter Management in Manila Bay (EMLM) Project scheduled on September 19, 2023 at Seda Vertis North, Quezon City.

The primary objective of the workshop is to foster the exchange of experience and knowledge pertaining to Marine Litter Awareness and the promotion of Social and Behavior Change among the key Project stakeholders.

In this regard, may we request your office to officially nominate participants (preferably managerial level) from your respective offices, to wit:

Offices	No. of participants
DENR NCR	One (1) participant
DENR Region III	One (1) participant
DENR Region IV-A	One (1) participant
NCR-MBSCMO	One (1) participant
Region III-MBSCMO	One (1) participant
Region IV A- MBSCMO	One (1) participant
PENRO Bataan	One (1) participant
PENRO Cavite	One (1) participant
MBCO	One (1) participant
BMB	One (1) participant
FASPS	One (1) participant
EMB	Two (2) participants
SCIS	Two (2) participants

We would appreciate receiving your names of nominees on or before September 11, 2023. Please note that all names to be submitted are considered final.

For clarifications and queries, you may contact Mr. Karlo S. Chanliongeo of FASPS-Project Management Division through telephone no. 8928-0028 or email address [karlochanliongeo@yahoo.com](mailto:karlochanliongeo@yahoo.com)

For your information and favorable action.

  
AL O. GROLFO, Ph.D.

Cc:

**Dir. Natividad Bernardino**  
Project Coordinator, EMLM



Embassy of the Republic of Korea  
**KOREA INTERNATIONAL COOPERATION AGENCY**

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1 September 2023

**MR. AL O. OROLFO**

Director

Foreign-Assisted and Special Projects Service

Department of Environment and Natural Resources

SECAL Building, DENR Compound, Visayas Avenue

Diliman, Quezon City

**THRU:** Director Natividad Bernardino, EMLM Coordinator

Dear Director Orolfo:

This refers to our project on the **Enhancement of Marine Litter Management in Manila Bay.**

We are pleased to inform that the 4<sup>th</sup> Workshop on Raising Awareness and Social Behavior Change will be held on 19 September 2023 at Seda Vertis North, Quezon City. The primary objective of the workshop is to foster the exchange of experience and knowledge pertaining to Marine Litter Awareness Raising (AR) and the promotion of Social and Behavior Change (SBC) among key project stakeholders.

In this regard, may we request your office to nominate 20 participants from DENR and other relevant government agencies and local government units by 8 September 2023. Attached is the workshop program for your reference.

Thank you.

Truly yours,

A handwritten signature in black ink, appearing to read 'Yoo Ji Young'.

**YOO Ji Young**

Deputy Country Director

**KOICA EMLM 4th Workshop Program**  
**on Raising Awareness and Social Behavior Change**

**1. Date:** Tuesday, 19<sup>th</sup> Sep 2023

**2. Time:** 09:30 ~ 17:00 (7.5 Hours including lunch break)

**3. Venue:** SEDA Vertis North Hotel in Quezon City, Manila, Philippines (Offline)

**4. Objectives:**

The 4th workshop within the Enhancing Marine Litter Management in Manila Bay, Philippines (EMLM) Project is themed around contribution to *Strategy 8. Develop and implement strategic and targeted social marketing and communications campaigns using various media* of the Philippines National Plan of Action for the Prevention, Reduction, and Management of Marine Litter. The primary objective of the workshop is to foster the exchange of experience and knowledge pertaining to Marine Litter Awareness Raising (AR) and the promotion of Social and Behavior Change (SBC) among key stakeholders in Metro Manila, Philippines. Drawing upon the marine litter monitoring survey data on the sources and characteristics of marine debris in the region, this workshop envisions synergize scientific expertise with community insights, thus providing a groundwork for more potent AR/SBC programs to enhance the management of Manila Bay's marine environment. Further, the workshop seeks to enhance the efficiency of strategies and interventions that affect the drivers of change and support local endeavors, ultimately empowering both individuals and communities to wield greater control over decisions that impact their environment and livelihoods.

**5. Expected participants: 30 pax**

Managerial level officials from the relevant government bodies of the Philippines and LGUs, Local NGO partners (CCBO, EWC, CORA), other Marine Litter project managers, KOICA, and OSEAN

**6. Schedule (subject to change)**

<b>Opening Ceremony</b>	
09:00-09:30	• Registration
09:30-10:00	• Opening ceremony

	<ul style="list-style-type: none"> <li>- Opening remarks (KOICA)</li> <li>- Opening remarks (DENR)</li> <li>• Group-photo</li> </ul>
<b>1. Sharing current status on Marine Litter Awareness in Manila Bay</b>	
10:00-11:00	• Current ML Awareness Level and On-going Campaigns (DENR)
11:00-11:30	• SBC Baseline Survey Results (OSEAN- Yuna Lee)
11:30-12:00	• Ethnographic Research and SBC (UNDP)
12:00 - 13:30 Lunch Break	
<b>2. Citizen Science and data based Awareness-raising</b>	
13:30-14:00	• ML Monitoring Data based awareness programs - 1 (CSIRO)
14:00-14:30	• ML Monitoring Data based awareness programs - 2 (PEMSEA)
14:30-15:30	• Plenary discussion: Citizen Science Methodologies in Manila
<b>3. Best examples of AR/SBC with target groups</b>	
15:30-16:00	• Vulnerable/Self-help Groups (UNHabitat)
16:00-16:30	• Women Groups (CORA for CCBO and EMLM)
16:30-17:00	• Targeted Social Marketing (ADB)
17:00-18:00	• Plenary Discussion: core message, policy, goals per target groups

\* Each presentation includes 5 min Q&A.