

DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES KAGAWARAN NG KAPALIGIRAN AT LIKAS YAMAN



MEMORANDUM

TO

The Directors

Ecosystems Research and Development Bureau

Forest Management Bureau

Biodiversity Management Bureau

Land Management Bureau

Knowledge and Information Systems Service Strategic Communication and Initiatives Service

The Regional Executive Director

DENR Region VII

FROM

The Undersecretary

Policy, Planning and International Affairs

SUBJECT

NCI - SRD STRATEGIC COMMUNICATION PLAN

F 2021-2025 ASSESSMENT WORKSHOP TO BE

HELD ON MAY 28-31, 2024 IN DUMAGUETE

DATE

MAY 13 2024

May we respectfully refer the letter dated May 3, 2024 signed by Undersecretary Roger V. Navarro, Department of Agriculture regarding the conduct of the NCI-SRD Strategic Communication Plan FY 2021-2025 Assessment Workshop to be held on May 28-31, 2024 in Dumaguete.

In view of this, as per list provided by NCI-SRD, kindly participate in this activity:

Participants	No. of pax
NTWG Member	. 2
Ecosystems Research and Development Bureau	
Knowledge Management CWG (one rep each)	5
Forest Management Bureau	·
Biodiversity Management Bureau	
Land Management Bureau	·
Knowledge and Information Systems Service	·
Strategic Communication and Initiatives Service	
DENR Region 7 RCI-TWG	1

In addition, may we kindly request DENR Region 7 RCI-TWG to facilitate necessary assistance in the smooth conduct of the activity. For confirmation, kindly accomplish the online Confirmation Form through the link https://bit.ly/StratCommCF on or before 17 May 2024. For further clarifications and other concerns, please call NCI SRD National Secretariat c/o Mr. Rafael Mendoza thru telephone number 89288741 local 2275 or via email at ncisrd@da.gov.ph.

For your preferential attention and appropriate action, please.

ATTY. JOMAS R. LEONES

MEMO NO. 2024 - 420

Visayas Avenue, Diliman, Quezon City 1100, Philippines www.denr.gov.ph



Republic of the Philippines DA - DAR - DENR - DILG National Convergor

National Convergence Initiative for Sustainable Rural Development (NCI-SRD)

LETTER

Reference Code:	NCI-SRD_FR_029_3
Reference No.:	44240-05-2019 - US
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03 May 2024

ATTY. JONAS R. LEONES, CESO I

Undersecretary for Policy, Planning and International Affairs Department of Environment and Natural Resources (DENR) Visayas Avenue, Diliman, Quezon City

Dear Undersecretary Leones:

This refers to the Strategic Communication Plan FY 2021-2025 Assessment Workshop on May 28 to 31, 2024 in Manhattan Suites Inn, Dumaguete City, Negros Oriental, Central Visayas. This workshop aims to assess and evaluate the NCI-SRD Strategic Communication Plan FY 2021 - 2025. Attached is the Provisional Program for your reference.

In this regard, may we request your assistance in facilitating the attendance and participation of the following Knowledge Management Component Working Group (KM CWG) and Regional Convergence Initiative Technical Working Group (RCI TWG) Central Visayas members:

	Participants	No. of Pax
Nation	al Level	•
NTWG	Member	2
1.	Ecosystems Research and Development Bureau (ERDB) - Dir. Maria Lourdes	
	G. Ferrer, CESO III / Ms. Marie Abbie Gail L. dela Cucva / Ms. Liberty E. Asis /	
	Mr. Edugives Gibas	
KM CV	/G Members	5
1.	Forestry Management Bureau (FMB) - Dir. Arleigh J. Adorable, CESO III / Mr.	
	Alejandrino Sibucao, Jr. / Mr. Mark Anthony Villatema	
2.	Biodiversity Management Bureau (BMB) - Dir. Marcial C. Amaro, Jr. CESO II /	
	Mr. Darwin Tejerero / MS. Winniever Balilia	
3.	Land Management Bureau (LMB) - Dir. Atty. Emelyne V. Talabis / Ms. Elba	
	Dalere / MS. Lovely Grace Ibus / Engr. Ariel Reyes	
4.	Knowledge and Information Systems Service (KISS) - Dir. Arlene Romasanta /	
	Mr. Antonio Bautista Jr. / Mr. Marco P. Matias	
5.	Strategic Communication and Information Service (SCIS) - Dir. Karmela Beatriz	
	Galura / Ms. Matilda Gaddi / Ms. Shirley S. Giganto /Ms. Robelyn Giganto	
Regio	nal Level - RCI-TWG Central Visayas Focal Person/Secretariat/ Member	1
	Total	. 8

(632) 8928 8741 to 64 local 2275 or (632) 8681 7308

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National Convergence Initiative for Sustainable Rural Development (NCI-SRD)

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LETTER



The participants are encouraged to bring their own laptops, extension cords, and mobile internet connectivity to ensure efficient conduct of the assessment workshop. Also, the transportation to and from the airport of DENR members shall be shouldered by their respective agencies. Participants are required to confirm their participation by scanning the QR code provided or through the link: https://bit.ly/StratCommCF on or before Friday, May 17, 2024.

For further clarifications, your office may contact Ms. Wendy Arceo or Mr. Rafael Mendoza of the National Secretariat at (632) 8928 8741 local 2275 or (632) 8681 7308 or email us at ncisrd@da.gov.ph.

Thank you and we look forward to your continuous support to the NCI-SRD.

Yours truly.

ENGR. ROGER V. NAVARRO

Undersecretary for Operations, Department of Agriculture (DΛ) and DA Permanent Alternate Representative, National Steering Committee (NSC), and National Focal Person, NCI-SRD



2nd floor, Bureau of Soils and Water Management, Visayas Avenue corner Elliptical Road, Diliman, Quezon City

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Undersecretary for Policy, Planning and International Affairs <ouppia@denr.gov.ph>

[Invitation] - NCI-SRD Strategic Communication Plan Assessment Workshop : May 28 to 31, 2024 Negros Oriental, Central Visayas

DA NCISRD <ncisrd@da.gov.ph>

Wed, May 8, 2024 at 11:19 AM

To: "Usec. Jonas Leones, Ceso I" <ouppia@denr.gov.ph>, "Usec. Jonas Leones, Ceso I" <oueiea.denr@gmail.com> Cc: DENR FAMILY <officeofthedirector.fmb@gmail.com>, DENR FAMILY <fmb@denr.gov.ph>, DENR FAMILY <director@bmb.gov.ph>, "Marcial C. Amaro, Jr. CESO II Amaro"

<denrImb@yahoo.com>, kiss@denr.gov.ph, kiss.od@denr.gov.ph, scis@denr.gov.ph, rafaelsartemendoza@hotmail.com

Dear Usec Leones:

This refers to the attendance and participation to the NCI-SRD Strategic Communication Plan Assessment Workshop on May 28 to 31, 2024 in Manhattan Suites Inn, Dumaguete City, Negros Oriental, Central Visayas. This workshop aims to assess and evaluate the NCI-SRD Strategic Communication Plan FY 2021 - 2025. Attached is the Provisional Program for your reference.

In this regard, we request the DENR KM CWG and RCI TWG Central Visayas members or their permanent alternate representatives to participate in the said activity. Please see attached **letter** for the breakdown of slots per office.

Participants are required to confirm their participation by scanning the QR code provided or through the link: https://bit.ly/StratCommCF on or before Friday, May 17, 2024.

For further clarifications, your office may contact Ms. Wendy Arceo or Mr. Rafael Mendoza of the National Secretariat at (632) 8928 8741 local 2275 or (632) 8681 7308 or email us at ncisrd@da.gov.ph.

Thank you and we look forward to your continuous support to the NCI-SRD.

Yours Truly,

WENDY M. ARCEO

Knowledge Management Component Working Group Manager and Regional Convergence Initiative Technical Working Group Coordinator



NCI-SRD National Secretariat

phone: (632) 8928 8741 to 64 local 2275 or (632) 8681 7308

website: ncisrd.da.gov.ph

address: 2nd Floor, Bureau of Soils and Water Management, Visayas Avenue corner Elliptical Road, Diliman, Quezon City

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2 attachments



Program of Activities_Strategic Communication Plan.pdf 255K



DENR Invitation Stratcom Plan Asssessment May 28-31 2024.pdf 702K



Republic of the Philippines DA - DAR - DENR - DILG

National Convergence Initiative for Sustainable Rural Development (NCI-SRD)

PROGRAM OF ACTIVITIES

Reference Code:	NCI-SRD_FR_006_3
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Strategic Communication Plan FY 2021-2025 Assessment Workshop May 28 to 31, 2024 Negros Oriental, Central Visayas

Day 1: May 28, 2024 (Tuesday)		
8:00 am- 12:00 pm	Arrival and Billeting of Participants	
12:00 pm- 1:00 pm	Lunch	
1:00 pm – 1:30 pm	Registration of Participants	
	National Secretariat	
1:30 pm- 1:45 pm	Invocation and Philippine National Anthem	
	National Secretariat	
1:45 pm – 2:00 pm	Introduction of Participants	
	National Secretariat	
2:00 pm - 2:15 pm	Welcome Remarks	
	ANGEL ENRIQUEZ, CESO III	
	Regional Executive Director, DA RFO Central Visayas and Chairperson,	
	RCI TWG Central Visayas	
2:15 pm – 2:30 pm	Message	
	ENGR. ROGER V. NAVARRO	
	Undersecretary for Operations (DA) and	
	DA Permanent Alternate Representative, National Steering Committee	
	(NSC) and National Focal Person, NCI-SRD	
2:30 pm – 2:40 pm	Photo Opportunity	
2:40 pm – 2:50 pm	Rationale and Leveling of Expectations, and Mechanics of the	
	Workshop	
	National Secretariat	
2:50 pm – 3:30 pm	Introduction to the Strategic Communication Plan FY 2021-2025	
	National Secretariat	
3:30 pm – 5:00 pm	Accomplishments based on the Strategic Communication Plan FY	
	2021-2023	
	National Secretariat	
Day 2: May 29, 2024 (Wednesday)		
8:30 am - 8:45 am	Ice Breaker	
	National Secretariat	
8:45 am - 9:00 am	Summary of Agreements: Day 1	
	National Secretariat	
9:00 am - 10:30 am	Strategic Communication Plan Assessment: SWOT Analysis	
•	Plenary / Breakout session	

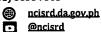
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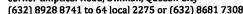
Republic of the Philippines DA - DAR - DENR - DILG **National Convergence Initiative for Sustainable Rural Development (NCI-SRD)**

PROGRAM OF ACTIVITIES

Reference Code:	NCI-SRD_FR_006_3
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10:30 am - 12:00 nn	Strategic Communication Plan Assessment: Goal, Objectives, and
	Outcome
	Plenary / Breakout session
12:00 nn – 1:00 pm	Lunch
1:00 pm – 1: 15 pm	Energizer
	National Secretariat
1:15 pm – 3:00 pm	Strategic Communication Plan Assessment: Stakeholder and
•	Communication Partners
	Plenary / Breakout session
3:00 pm - 5:00 pm	Strategic Communication Plan Assessment: Communication Strategies
	Plenary / Breakout session
Day 3: May 30, 2024 (T	`hursday)
8:30 am - 8:45 am	Ice Breaker
	National Secretariat
8:45 am - 9:00 am	Summary of Agreements: Day 2
	National Secretariat
9:00 am - 10:30 am	Strategic Communication Plan Assessment: Targets and
_	Accomplishments
•	Plenary / Breakout session
10:30 am - 12:00 nn	Strategic Communication Plan Assessment: Communication, Planning,
	Monitoring, Evaluation and Reporting
	Plenary / Breakout session
12:00 nn – 1:00 pm	Lunch
1:00 pm – 2:00 pm	Strategic Communication Plan Assessment Results
	National Secretariat
2:00 pm – 2:30 pm	Summary of Agreements: Day 3
	National Secretariat
2:30 pm – 3:00 pm	Post Test
3:00 pm – 3:30 pm	Ways Forward
3.00 pm = 3.30 pm	National Secretariat
3:30 pm – 4:00 pm	Closing Remarks
3.30 pm - 4.00 pm	Glosing Remarks
	MARIA LOURDES G. FERRER, CESO III
	Director, Ecosystems Research and Development Bureau (ERDB), DENR
	and Knowledge Management Component Working Group Chairperson,
	NCI-SRD
4:00 pm – 4:30 pm	Answering of Activity Feedback Form
pm pm	National Secretariat
Day 4: May 31, 2024 (F	
Check-out and Departure	
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