



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
<b>NTWG Member</b> Ecosystems Research and Development Bureau	2
<b>Knowledge Management CWG (one rep each)</b> Forest Management Bureau Biodiversity Management Bureau Land Management Bureau Knowledge and Information Systems Service Strategic Communication and Initiatives Service	5
<b>DENR Region 7 RCI-TWG</b>	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](mailto:ncisrd@da.gov.ph).

For your preferential attention and appropriate action, please.

  
**ATTY. JONAS R. LEONES**

MEMO NO. 2024 - 420

Visayas Avenue, Diliman, Quezon City 1100, Philippines  
[www.denr.gov.ph](http://www.denr.gov.ph)



Reference Code:	NCI-SRD_FR_029_3
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**LETTER**

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
<b>National Level</b>	
<b>NTWG Member</b>	2
1. Ecosystems Research and Development Bureau (ERDB) – Dir. Maria Lourdes G. Ferrer, CESO III / Ms. Marie Abbie Gail L. dela Cueva / Ms. Liberty E. Asis / Mr. Edugives Gibas	
<b>KM CWG Members</b>	5
1. Forestry Management Bureau (FMB) – Dir. Arleigh J. Adorable, CESO III / Mr. Alejandro Sibucan, 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	
<b>Regional Level - RCI-TWG Central Visayas Focal Person/Secretariat/ Member</b>	1
<b>Total</b>	<b>8</b>



Republic of the Philippines  
DA - DAR - DENR - DILG

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

**LETTER**

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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](mailto: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 (DA) and  
DA Permanent Alternate Representative, National Steering  
Committee (NSC), and National Focal Person, NCI-SRD





Undersecretary for Policy, Planning and International Affairs &lt;ouppia@denr.gov.ph&gt;

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

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DA NCISRD &lt;ncisrd@da.gov.ph&gt;

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" <bmb@bmb.gov.ph>, DENR FAMILY <denrlmb@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](mailto:ncisrd@da.gov.ph).

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

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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](http://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 Assessment May 28-31 2024.pdf**  
702K



**PROGRAM OF ACTIVITIES**

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**Strategic Communication Plan FY 2021-2025 Assessment Workshop  
May 28 to 31, 2024  
Negros Oriental, Central Visayas**

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



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**PROGRAM OF ACTIVITIES**

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