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APR 18 2004

SPECIAL ORDER NO. 245
Series of 2004

SUBJECT: Directing All Regional Offices, Except CAR, to Conduct Activities for the Month of the Ocean Celebration

In the interest of the service and pursuant to Presidential Proclamation No. 57, relevant national agencies shall spearhead the observance of the Month of the Ocean through the conduct of activities that highlight the conservation, protection, and sustainable management of our coasts and oceans. This year's theme is: "The Philippines, one vast sea of opportunities". In this regard, you are hereby instructed to organize the following activities, to wit:

- 1) Trade fair ("tiangge")
- 2) Exhibit
- 3) Video-showing

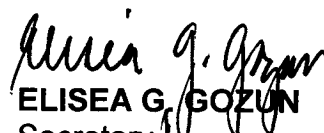
Specifics of the activity are in the attached document.

The above activities are expected to provide an opportunity for the Department and our partners nationwide to showcase the fruits of its labor; provide a venue to disseminate relevant information materials; and, to increase the level of stakeholder support for CRM programs and projects.

To ensure success of the celebration, counterpart exhibit and information materials from the CMMO-Central Office will be reproduced/produced and disseminated to the Field Offices by the 4th week of April.

Funds for the activity shall be charged against the respective Regional Offices, with minimal financial assistance from the CMMO. It shall be subject to the usual accounting and auditing rules and regulations.

This Order shall take effect for the purpose herein specified.


ELISEA G. GOZUN
Secretary

Let's Go Green

ACTIVITIES for the Month of the Ocean Celebration (May 2004)

Rationale

Since 1999, May has been declared the Month of the Ocean in the Philippines, as per Presidential Proclamation No. 57. Relevant national agencies, all local governments and other government agencies shall spearhead its observance through the conduct of activities that highlight the conservation, protection and sustainable management of Philippine coastal and ocean resources. Activities should also highlight the fact that a lot of opportunities – social, economic and cultural – can be drawn from our coasts.

Hence, for this year, the Coastal and Marine Management Office (CMMO) will organize activities that will put emphasis on the fact that the coastal and marine sector had indeed done something to sustainably manage the resources, and that currently, a lot of benefits have already been derived by our stakeholders.

To befit this year's goal, the theme is: "The Philippines, one vast *SEA* of opportunities".

Objectives

The activities are expected to:

1. provide an opportunity for relevant organizations nationwide (particularly the DENR-CMMO) to showcase the fruits of its labor
2. increase awareness of the general public regarding the coastal and marine issues and opportunities
3. increase the level of stakeholder support for CRM programs and projects
4. provide a venue to disseminate relevant information materials nationwide

Activities

1) Trade fair ("Tiangge")

To showcase the opportunities and benefits derived from our coasts, a trade fair is to be conducted simultaneously nationwide for at least three 3 days, on the first week of May. Products to be traded and showcased will come from the produce of communities and individuals introduced with alternative livelihood projects by the CMMO and other coastal and marine-related programs of the government. The table below indicates the number of livelihood projects per region that is supported by the CMMO alone.

Region	No. of Livelihood Introduced
I	10
II	6
III	6
NCR	2
IV-A	4
IV-B	8
V	9
VI	5
VII	22
VIII	4
IX	12
X	11
XI	5
XII	8
XIII	5
Total	117

Source: respective Regional Offices' accomplishment reports

Organizers of the fair are the respective Regional Offices, in particular the Coastal and Marine Management Division (CMMD) of the Region, with support from other relevant offices, divisions and units in the field. The CMMO-central office on the other hand will extend minimal financial assistance. Each Region is only required to organize one trade fair. However, if time and logistics permit, the Regional offices are given the option to organize more than one in whatever strategic venue they may choose.

Other non-coastal and marine-related organizations and individuals, including DENR personnel, can also be invited to participate in the fair, provided that they are not the showcase of the event.

Venue of the trade fair will depend on the creativity and initiative of the organizers. Suggested venues however, include the provincial/ city/ municipal/ barangay halls, parks, churches and even marketplaces.

2) 'Sea of Opportunities' Exhibit

A simple exhibit should also be conducted during the trade fair. The exhibit will provide the venue to disseminate relevant information materials.

The CMMO-central office will also establish its 'sea of opportunities' exhibit at the DENR lobby for about a week.

Besides the information materials developed by the respective Regional/field offices, the CMMO will also develop new ones and reproduce the old, but still relevant materials. These materials shall be distributed to the various field offices by the end of April in time for the launching of the Month of the Ocean on the first week of May.

The following are the materials to be developed and reproduced by the CMMO for dissemination to the various Regional/field offices including ARMM:

For reproduction

2.1 CMMO brochure

finish size : 8.5" X 14" (spread); 3 folds/4 panels
paper : matte 100 gsm
color : full color with color separation
finish : matte varnish
distribution : 200/Region X 15 Regions + 200 CMMO = 3,200
cost estimate: PhP 20.00 X 3,200 copies = PhP 64,000.00

2.2 Mangroves Frequently Asked Questions (pamphlet)

finish size : 5.5" X 8.5" (folded); 11" X 8.5" (spread)
paper : matte 100 gsm
color : full color with color separation (cover)
1 color (inside pages)
finish : saddle stitch and matte varnish
distribution : 200/Region X 15 Regions + 200 CMMO = 3,200
cost estimate: PhP 26.00 X 3,200 copies = PhP 83,200.00

New materials to be produced

2.3 Human Impacts on Philippine Coastal Environments poster

finish size : 4' (L) X 5.5' (W); landscape orientation
media : tarpaulin for indoor/outdoor use
process : direct digital photographic printing (waterproof)
finish : either with scroll slits or with eyelets only
distribution : 177 CENRO + 75 PENRO + 32 Regions + 2 CMMO
=286 copies

cost estimate: PhP 550 X 286 = PhP 157,300.00

2.4 Imagine the Future Without Mangroves poster

finish size : 5.5' (L) X 4' (W); portrait orientation
media : tarpaulin for indoor/outdoor use
process : direct digital photographic printing (waterproof)
finish : either with scroll slits or with eyelets only
distribution : 177 CENRO + 75 PENRO + 32 Regions + 2 CMMO
=286 copies

cost estimate: PhP 550 X 286 = PhP 157,300.00

2.5 Q&A on the Month of the Ocean Celebrations

finish size : 6' (L) X 3' (W); portrait orientation
media : tarpaulin for indoor/outdoor use
process : direct digital photographic printing (waterproof)
finish : either with scroll slits or with eyelets only
distribution : 16 Regions + 2 CMMO = 18

cost estimate: PhP 250 X 18 = PhP 4,500.00

2.6 Q&A on Foreshore (pamphlet)

finish size : 5.5" X 8.5" (folded); 11" X 8.5" (spread)
paper : matte 100 gsm
color : full color with color separation (cover)
1 color (inside pages)
finish : saddle stitch and matte varnish
copies : 200/Region X 15 Regions + 200 CMMO = 3,200
cost estimate: PhP 26.00 X 3,200 = PhP 83,200.00

Other materials for single production (for the Central office only)

2.7 CMMO poster

finish size : 4' (L) X 5.' (W); landscape orientation
media : tarpaulin for indoor/outdoor use
process : direct digital photographic printing (waterproof)
finish : either with scroll slits or with eyelets only
cost estimate: PhP 1,200.00

2.7. 'Sea of opportunities' poster

finish size : 9' (L) X 6' (W); portrait orientation
media : tarpaulin for indoor/outdoor use
process : direct digital photographic printing (waterproof)
finish : either with scroll slits or with eyelets only
cost estimate: PhP 1,500.00

2.8 month of the ocean banner
finish size : 4' (L) X 7' (W); landscape orientation
media : cheesecloth
cost estimate: PhP 800.00

3) Video-showing

Video-showing will also be conducted either in the same venue as the trade fair and exhibit, or in another appropriate venue such as the schools. The Regional offices are given the option to choose.

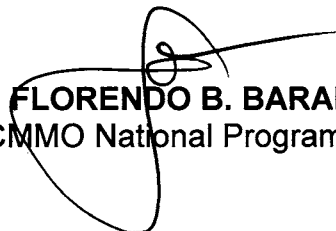
The CMMO will re-copy (in VHS format) about five video-documentaries on coastal resources management best practices, for dissemination to the Regional offices.

cost: 5 documentaries X 15 Regions X PhP 100.00/VHS tape = PhP 7,500.00

Other matters

- 1) All exhibit and information materials should be reproduced/produced and disseminated to the Regional/Field offices by the 4th week of April.
- 2) Funds for the activity shall be charged against the respective Regional offices, with minimal financial assistance from the CMMO.
- 3) It is pertinent that all Regional offices shall submit an accomplishment report immediately after the activity. It shall include photo-documentation and data of the following: a) name of PO who participated; b) livelihood/ goods showcased in the fair; c) income earned during the duration of the fair; d) other organizations who participated; e) type and number of IEC materials disseminated in the exhibit; and, f) number of visitors to the fair/exhibit/video-showing; among other information.

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