

**DENR Memorandum Circular  
No. 04  
January 19, 1995**

**SUBJECT : Monthly Highlight of DENR Programs to Attain  
Needed Critical Mass Support for the Programs,  
Projects and Activities of the Department**

Pursuant to Executive Order No. 192, series of 1987, and in order to generate and ensure greater public support for the effective implementation of the DENR Programs towards sustainable development of natural resources and the maintenance of quality environment, a monthly highlight of DENR Programs, Projects and Activities shall be undertaken and implemented beginning January 1995. This activity shall be pursued in coordination with other National Government Offices, local government units (LGUs), and non-government organizations (NGOs), as follows:

|             | Monthly | Theme   |
|-------------|---------|---|
| 1. JANUARY  |         | ASEAN Environment Year<br>DENR 1994 Accomplishments   |
| 2. FEBRUARY |         | People Empowerment in the<br>Upland/Protection of Ancestral<br>Domains/Equity in Access to Natural<br>Resources |
| 3. MARCH    |         | Wastes Resource Management/<br>Community Based Forest Protection and<br>Conservation                            |
| 4. APRIL    |         | Brown Environment   |
| 5. MAY      |         | Management of Priority Integrated Protected<br>Areas  |
| 6. JUNE     |         | Green Environment   |
| 7. JULY     |         | Research and Technology Transfer  |
| 8. AUGUST   |         | Blue Environment/Coastal :<br>Environment Program (CEP)   |

|              |  |
|--------------|--|
| 9. September | Indigenous Communities and the Environment |
| 10. October  | Women and Environment                      |
| 11. November | Mining and Non-Renewable Resources         |
| 12. DECEMBER | Pollution and Natural Resources Management |

### **Objectives of the Project**

The launching and sustained implementation of the above impact projects are designed to:

1. Generate awareness on the part of the general public of the programs, projects and activities, and accomplishments of the DENR in relation to the theme of the impact project for the month;
2. Create general awareness of the expected positive effects that would accrue to the community as a result of the effective and successful implementation by the DENR of the above projects; and
3. Generate interest on the part of the public to play a positive role in support to and in promoting the success of the DENR projects and activities.

### **Implementing Strategies**

In order to insure effective implementation of the above monthly impact projects, the following activities/ strategies are suggested, to wit:

1. **Project Planning** -Start planning the project well in advance, by identifying the possible sites of celebration, the specific activity to be undertaken, the personalities to be involved, the materials and supplies that may be needed during the celebration, the topics to be assigned and discussed by speakers and resource persons.
2. **Involvement of Other Officials** -Invite heads of offices, particularly those of the sectors concerned including LGUs and NGOs, to a meeting to solicit their support and participation in the activity Identify and agree on the role that each of the different offices would

assume.

3. **Public Participation** - Ensure greater public participation and involvement of school authorities and members of non-government organizations, and other socio-civic organizations.
4. **Sustained Publicity** - All publicity efforts shall focus on the DENR programs, projects and activities related to the theme/topic subject of observance during the month, thru the print media, radio-TV, photo exhibits, seminars, symposia, meetings and community assemblies.
5. **Regionwide Observance** - The Regional Executive Director shall meet the PENROs and agree on the date of launching of the monthly impact project to ensure a well coordinated regionwide celebration.

#### **Other Activities on Low-Key Level**

All Activities not related to the theme being celebrated during the month shall continue to be pursued on a low-key basis in order not to confuse the public. As much as possible, no publicity shall be initiated on other subjects, other than the theme under focus during the month.

#### **Expenses**

All expenses to be incurred in the implementation of the monthly impact projects shall be charged against the appropriation of the Central Office and regional offices concerned.

#### **Effectivity**

This Memorandum Circular shall take effect immediately.

**ANGEL C. ALCALA**  
**Secretary**