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Department of Environment and Natural Resources
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APR 28 2005

SPECIAL ORDER

No. 2005 - 342

**Subject: Directing All Regional Offices, Except CAR, to
Conduct Activities for the 2005 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: **"Ensuring the Sustainable Use and Management of the Philippine Coastal Zone"**.

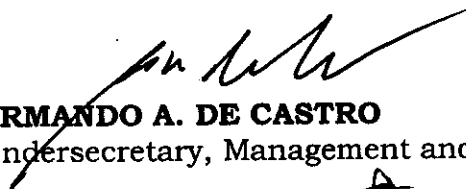
In this regard, you are hereby instructed to organize advocacy activities that would:

1. increase awareness, appreciation and understanding on the country's coastal and marine environment;
2. provide a venue to raise issues and identify solutions in a participatory manner;
3. encourage synergized action of all concerned groups and individuals towards coastal and marine protection and conservation; and,
4. positively change stakeholders' attitudes and perceptions about the coastal and marine environment.

Attached is a menu of activities for your reference. However, you are not limited to the activities indicated in the menu. You may conduct events which you deem more effective and more practical for the observance of the "Month of the Ocean".

Funds for the activity shall be charged against the respective regional/field offices. It shall be subject to the usual accounting and auditing rules and regulations.

This Order shall take effect for the purpose herein specified.


ARMANDO A. DE CASTRO
Undersecretary, Management and Technical Services



Let's Go Green

Month of the Ocean Celebration

MAY 2005

“Ensuring the Sustainable Use and Management of the Philippine Coastal Zone”

Introduction

For more than a decade now, the Department, through its various programs and projects, plays a major role in implementing coastal and marine management. Under the Coastal and Marine Management Office (CMMO) alone, then called the Coastal Environment Program (CEP), the Department built the local government capacity of 90 coastal municipalities and cities nationwide, to deliver CRM as a basic service. That is, institutional systems at the local government level had been strengthened.

Now, CMMO continues to advocate for CRM and refines its mechanisms and strategies to sell CRM to the frontliners. More so now, when modest impacts were felt – like an increase in the density of biodiversity in the area. Equipped with new strategies from lessons learnt, there is the urgency to replicate these to the other coastal areas in the country. CMMO plans to achieve this by intensifying its advocacy strategy for 2005.

Through the celebration of the Month of the Ocean in May (as declared by Presidential Proclamation 57, s. 1999), its observance now provides a “window of opportunity” for the Department to spearhead various advocacy activities and raise issues regarding our coastal and marine environment.

Thus, taking off from the successful CRM strategies implemented, the theme for this year is: “Ensuring the Sustainable Use and Management of the Philippine Coastal Zone”, which will be adopted nationwide.

Objectives

Advocacy activities for 2005 aim to:

1. increase awareness, appreciation and understanding on the country’s coastal and marine environment;
2. provide a venue to raise issues and identify solutions in a participatory manner;
3. encourage synergized action of all concerned groups and individuals towards coastal and marine protection and conservation; and,
4. positively change stakeholders’ attitudes and perceptions about the coastal and marine environment.



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Activities for the Regional/Field Offices

Observing the austerity measures of the Department, as well as the Arroyo Administration, activities indicated hereunder are just a **menu of actions and events** that the various regional/field offices may choose from. However, said offices are not limited to carry out activities indicated below, they may also conduct events which they deem more effective and practical.

1) Second 'Sea of Opportunities' Trade Fair

This event was jumpstarted in 2004, where products of People's Organizations (POs), assisted by CMMO (then CEP) through livelihood assistance, were traded and showcased in strategic locations. Regional/Field offices may conduct this event as networking and collaboration with various agencies and organized groups was really put into play.

2) Run-for-our-Coasts/Walk-for-our-Coasts

Taking-off from the success of 'Alay-Lakad and even Father Robert Reyes's run-for-a-cause, we at the coastal and marine sector may replicate this healthy and enjoyable advocacy activity. It could be a moment to share with other concerned groups and individuals coming together for a cause.

3) Lectures and Symposia

A very effective activity that provides a venue for all stakeholders to raise issues and identify solutions in a participatory manner. Range of stakeholders reached by this activity is wide, as this can be conducted in provincial/municipal/city/barangay multi-purpose halls for local government officials, private groups/individuals and PO members; and in schools for teachers and students.

4) Exhibit and Video-showing

Exhibits with video-showing are effective venue to disseminate relevant knowledge materials as well as souvenirs with environmental protection themes. Venue may vary from multi-purpose halls, to markets, schools, churches, and even ferry boats.

5) Coastal/Beach Cleanup

Coastal/Beach Cleanup is one of the highly effective events that will encourage synergized action of people from all walks of life towards a clean and healthy coast. The cleanup provides a fun activity for families and friends, as well as coastal stakeholders and partners, to show community support and concern. It is also a venue to advocate that every one can be a part of the solution to marine pollution.

6) Mangrove/Beach Forest Rehabilitation

This is another event that provides an opportunity for all stakeholders to demonstrate our desire to directly reverse



environmental degradation. It is suggested that we, from the Department, provide propagules for free to those groups and individuals who are interested to restore our mangrove and beach forests.

7) Fluvial Parade

This is an event that is a sure attention-getter for all stakeholders. This may be conducted by regional/field offices with a lot of financial resources to spare as this requires a lot of pomp.

8) Free T-Shirt Printing

Regional/Field offices provide free t-shirt printing, while interested clients provide their own t-shirt. Each region/field office may come up with their own design with coastal and marine environment themes and messages. It is accepted that t-shirts are effective exhibits that reached wider audience as it is mobile.

Budgetary Requirements

- Funds for the activity shall be charged against the respective regional/field offices concerned.


Other Instructions

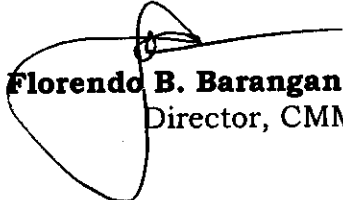
It is pertinent that all regional/field offices submit an accomplishment report immediately after the activity.

Prepared by:

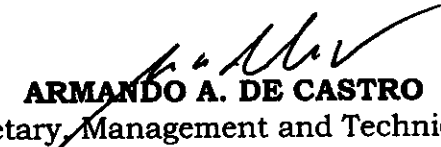
Approval:

Recommended for


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