

Month of the Ocean Celebration

MAY 2005

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

Activities for the CMMO-Central Office

Free t-shirt printing

- The CMMO-Central Office (CO) will sponsor free t-shirt printing in select venues within Metro Manila. It is acknowledged that t-shirts are more effective advocacy medium than stationary exhibits as they reached a wider audience, considering that they are mobile.
- About 5 t-shirt designs will be prepared by CMMO-CO staff, for clients to have a wider range of designs to choose from. All designs will have coastal and marine environment themes and messages. To wit:
 - 1) **“love ko ‘to”** – which depicts the underwater world where the wearer informs about his/her concern for it
 - 2) **“saving nemo”** – using the famous cartoon character, Nemo, the message is on saving marine species, through establishing, operationalizing, and/or supporting marine protected areas or marine sanctuaries
 - 3) **“the apocalypse”** – the design depicts a monster made of garbage that is about to devour a metropolis or a community; the message is more on solid waste management (considered as one of the CRM best practices), that if we do not manage our garbage well, it will all come back to us
 - 4) **“no more fish”** – adopted from CRMP’s poster; this design depicts a fisherman fishing but fished nothing, as all the fishes are gone due to illegal and exploitative practices
 - 5) **“I love the ocean creed”** – again, adopted from the CRMP
- The mechanism of the activity is very simple. Interested clients provide their own t-shirt on the specified date and venue of the activity, and CMMO-CO staff will carry out the printing. It is pertinent that flyers and announcement posters are given out about 2 weeks before the activity, that is, by the end of April 2005.

- Target venues include a) DENR central office lobby and other government agencies; b) schools and universities – UP Diliman, Araneta University, CEU; and, c) public parks – Parks and Wildlife Rescue Center, Q.C. Circle, among others. The activity will run for 2 days per venue.

Other activities

- The CMMO-CO will also provide the 15 regional/field office an electronic copy (in CD) of all relevant information materials for their reproduction (depending on their budget). Materials include: 'Mangrove' brochure, 'What is CMMO' brochure, 'Human Impacts' poster, and 'Imagine the Future Without Mangroves' poster, among others.
- CMMO-CO will also distribute reference – provided /donated by other coastal and marine-related offices – to the various regional/field offices, care of the Coastal and Marine Management Division Chief.

Budgetary Requirements/Materials Required

- Expenses incurred by the central office, shall be charged against the central office. It shall be noted that materials and supplies required, be procured and purchased by March 2005 as flyers and announcements for free t-shirt printing is scheduled on April.
- Expenses will be for the following materials:
 1. stenciled silk-screen frames – 9" X 12"
 2. TULCO textile paint – wet-look white, wet-look black, orange, blue, red, gray, among others
 3. squeegee – 4-inch size (3 pieces); 2-inch size (3 pieces)
 4. hangers – 1 dozen
 5. plywood – 24" X 12"
 6. packaging tape
 7. sanding sealer – 3 bottles
 8. collapsible stand (for the hangers)
 9. 15 compact discs (for the 15 Regional offices.– information materials to be reproduced)