



Republic of the Philippines
Department of Environment and Natural Resources
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November 10, 2021

MEMORANDUM

TO : ALL REGIONAL EXECUTIVE DIRECTOR

**ATTN : THE REGIONAL STRATEGIC COMMUNICATION
AND INITIATIVES GROUP**

FROM : THE UNDERSECRETARY
Solid Waste Management and Local Government Units Concerns and
Supervising Undersecretary for Strategic Communication
and Initiatives Service and Task Force *Tayo Ang Kalikasan*

**SUBJECT : GUIDELINES FOR THE SOLID WASTE MANAGEMENT
ADVOCACY CAMPAIGN MAKE YOUR OWN TOYS CONTEST**

In line with the Department's efforts to educate the Filipino people about proper solid waste management practices leading towards behavioral and cultural change, the Strategic Communication and Initiatives Service launched the Solid Waste Management Advocacy Campaign.

Part of this campaign is the "Make Your Own Toys Contest" to encourage upcycling using recyclable items in creating children's toys. This activity intends to spark some local creativity in the early years of Filipino children while reducing waste. And with some parental guidance, these children are envisioned grow up to be responsible and resourceful.

The contest shall be implemented through the regional offices which shall officially commence on November 16, 2021 (10:00 am PHT) and officially end on November 26, 2021 (10:00pm PHT).

Relative to this, attached is the contest mechanics and criteria for judging to guide your respective offices. The emerged regional winners shall be submitted through email at denrmakeyourowntoy@gmail.com on or before December 1, 2021.

For information and appropriate action.


BENNY D. ANTIPORDA

SOLID WASTE MANAGEMENT ADVOCACY CAMPAIGN MAKE YOUR OWN TOYS CONTEST

MAKE YOUR OWN TOYS CONTEST is an initiative of the Department of Environment and Natural Resources to encourage upcycling using recyclable items in creating children's toys. The project also intends to spark some local creativity in the early years of Filipino children while reducing waste. And with some parental guidance, these children are envisioned grow up to be responsible and resourceful.

CONTEST MECHANICS

1. The contest is open to all children (including children with disabilities and special needs) ages 7-12 years old.
2. Participation in the contest is free-of-charge and does not require any registration fee.
3. All toy entries must be made from the following recyclable and residual materials with potential for recycling such as but not limited to:
 - Foil wrappers (e.g Coffee, Shampoo, Detergent Soap Sachets and the like)
 - Styrofoam, Plastic Bags, Drinking Straw, Sacks, Disposable Cups
 - Other non-conventional residual waste such as used ribbons and other old accessories or old damaged clothes no longer worn or fit for wearing
4. Toy design/entries should not include scraps from other existing toys (that are commercially available) or toys that were simply refurbished.
5. All toys that will be entered in the competition must be originally produced by the contestants. Likewise, the toy has not be entered into previous competitions.
6. A workshop video will guide all entrants / participants on how to create creative toys from trash (and will be made available on the Facebook page and Youtube channel of DENR). This workshop video will serve as an inspiration and a take-off point from which all children participants can embellish or recreate from.
7. Contestants must submit entries to their respective DENR Regional Office along with a form containing the following:
 - Full Name of contestant
 - Age
 - Full Name of Parent/Guardian
 - Relationship of Parent/Guardian to the contestant
 - Home/Mailing Address
 - Email Address
 - Landline and/or Cellphone number (of parent/guardian)
 - List of Materials used for the creation of the toy
 - Date and Time the toy was created
 - Name / Title of toy
 - 5-10 sentences explaining their design choice or why they chose to make that certain toy--explaining the inspiration behind the toy entry
8. Each contestant must prepare high resolution photos (on full white background) of the following and must be sent through along with the form:
 - a. Front photo of the toy;
 - b. Back photo of the toy;
 - c. Profile photo of the toy (side);
 - d. Top view photo of the toy;
 - e. Quarter Right photo of the toy (the toy panned a little bit to the right); and
 - f. Photo of the toy with the child toy maker (with date and time reflected)
9. The contest will officially commence at 10:00 am on November 16, 2021 and officially end at 10:00 pm on November 26, 2021 (Philippine time). We will base the submission of

entries on the date and time reflected in their sent email. **DEADLINE FOR SUBMISSION IS ON NOVEMBER 26, 2021.**

- 10. RSCIG will choose a winner from the roster of entries. Each participating region will have respective regional winners The emerged regional winners will be submitted to denrmakeyourowntoy@gmail.com on or before **December 01, 2021.**
- 11. Among the regional winners, one (1) will be awarded as the NATIONAL GRAND CHAMPION with Php 20,000 in cash prize and the 15 regional winners will all be given a consolation prize of Php 2,500 each. All prizes will be sent through GCASH.
- 12. All participating individuals will receive a Certificate of Participation.
- 13. Awarding ceremony will be officially held on **DECEMBER 3, 2021.**
- 14. The Department of Environment and Natural Resources reserves the right to use images and accompanying text/descriptions of the entries submitted. The name/s of the participant/s will be acknowledged when the material/s is/are used.

CRITERIA FOR JUDGING

All entries submitted will undergo judging based on the criteria set as follows:

Originality and Creativity <ul style="list-style-type: none">- Is the toy unique?- Does it express the wise use of residual or recyclable materials in a new or different way?	35%
Execution <ul style="list-style-type: none">- Is the toy useful and long lasting?- Is the toy well assembled?- Does the toy show thoughtful planning?	35%
Impact of the toy <ul style="list-style-type: none">- Does the toy show usefulness and an aesthetic appeal?- Does the toy not create residual waste and/or special waste after its used?- Does the toy increase waste diversion?	20%
Wise use of materials <ul style="list-style-type: none">- all materials are residual (10%)- mixed recyclables & residuals<ul style="list-style-type: none">more on residuals (8%)more on recyclables (6%)	10%
TOTAL	100%