

Republic of the Philippines
Department of Environment and Natural Resources
Visayas Avenue, Diliman, Quezon City
Tel Nos. 929-6626 to 29; 929-6633 to 35
929-7041 to 43; 929-6252; 929-1669
Website: <http://www.denr.gov.ph> / E-mail: web@denr.gov.ph

MEMORANDUM

TO : All Regional Executive Directors

THROUGH : The Undersecretary
Field Operations and Environment

ATTENTION : Regional Strategic Communication and Initiatives Groups

FROM : The Undersecretary
Finance, Information Systems, and Climate Change

SUBJECT : **DISSEMINATION OF THE OBSERVANCE OF NATIONAL
CLIMATE CHANGE CONSCIOUSNESS WEEK (NCCCW) 2021**

DATE : 29 October 2021

Pursuant to the Proclamation No. 1667, dated November 18, 2008, the period of November 19-25, 2008 and every year thereafter has been declared as the "Global Warming and Climate Change Consciousness Week". This national observance aims to create awareness on global warming and climate change by pursuing broad and intensive public information and educational campaigns to secure the collective cooperation of private and public sectors at all levels in finding solutions to this concern. The theme for this year is, "**Klima ng kinabukasan, ating pangalagaan.**"

This year, the observance of the National Climate Change Consciousness Week aims to provide a platform for: 1) knowledge awareness on recent reports on climate change, sustainable lifestyle, and behavior change; 2) exchange of good practices among communities; and, 3) fostering greater collaboration among stakeholders.

To increase its publicity, may we ask your Office to please disseminate the said event to your stakeholders in the Regional Offices. We will also appreciate it if your Offices can urge the submission of entries for the **KKK Virtual Music Concert**, and **Youth in Climate Action Tiktok Challenge** to this Office, through the email addresses below.

Should you have any clarification on this matter, your staff may contact Ms. Micah De Leon at 8-9281194/8-9281208 or email addresses, ccs@denr.gov.ph and/or cco.denr@yahoo.com.

Attached are the Mechanics and Entry Forms of the KKK Virtual Music Concert and Youth in Climate Action Tiktok Challenge for reference.

Your usual support and cooperation will be highly appreciated.


ATTY. ANALIZA REBUELTA-TEJ



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National Climate Change Consciousness Week (NCCCW) 2021 Concept Note

Rationale

Pursuant to the Proclamation No. 1667, dated November 18, 2008, the period of November 19-25, 2008 and every year thereafter has been declared as the “Global Warming and Climate Change Consciousness Week”. The theme this year is: “Klima ng kinabukasan, ating pangalagaan.”

The National Climate Change Consciousness Week aims to create awareness on global warming and climate change by pursuing broad and intensive public information and educational campaigns to secure the collective cooperation of private and public sectors at all levels in finding solutions to this concern.

Objective

To provide a platform for knowledge awareness on recent reports on climate change, sustainable lifestyle, and behavior change, for exchange of good practices, and for fostering greater collaboration among stakeholders.

Methodology

Due to the mobility restrictions imposed by the COVID-19 pandemic, the DENR Climate Change Service will conduct the national observance through a combination of traditional and digital platforms such as, but not limited to, radio, Zoom, Facebook Live Streaming, and Microsoft Teams.

Activities

1. Virtual Music Concert

Title: KKK: Klima, Kalikasan at Kabataan Virtual Music Concert

According to UNESCO, Education for Sustainable Development (ESD) empowers learners of all ages with the knowledge, skills, values and attitudes needed to address

the interconnected global challenges of climate change, environmental degradation, loss of biodiversity, poverty and inequality.¹

The arts can help provide some of the affective components of environmental and climate education such as emotions, values, and motivations which could drive pro-environmental behavior.

As one of the arts, music has the capacity to communicate complex topics and emotions, which makes it a valuable mechanism for environmental and climate education. According to research, incorporating pro-environmental messages into songs can help bring these messages to a broader audience.²

This is the moment for us all to come together and reimagine the world in which we live. This online music concert is a good platform to revisit how we can move forward to restore our communities, our ecosystems, and our climate. We all have the power to inspire action, and we hope that through this virtual concert, our youth will discover ways in which they can step up and take action.

Prizes:

1st Place: P 50,000

2nd Place: P 40,000

3rd Place: P 30,000

2 Consolation Prizes: P 15,000 each

2. Youth in Climate Action Tiktok Challenge

Tiktok is now home to a growing community of eco-friendly creators, who aim to raise awareness on urgent environmental issues like global warming and the need for sustainable development among TikTok's 800 million users.³

Utilizing this platform, this competition aims to show how the youth are adopting sustainable lifestyle and promoting behavior change in their everyday lives to address climate change.

¹ UNESCO. n.d. "Education for Sustainable Development". Retrieved from: <https://en.unesco.org/themes/education-sustainable-development>

² Publicover, J. L., Wright, T. S., Baur, S., & Duinker, P. N.. (2018). Music as a tool for environmental education and advocacy: artistic perspectives from musicians of the Playlist for the Planet. *Environmental Education Research*, 24(7), 925 - 936. presented at the 2018/07/03/. Retrieved from <https://doi.org/10.1080/13504622.2017.1365356>

³ France-Presse, Agence. September 2020. "Young activists are taking to TikTok to save the planet". Retrieved from: <https://www.thejakartapost.com/life/2020/09/03/young-activists-are-taking-to-tiktok-to-save-the-planet.html>

Prizes:

1st Place: P 10,000

2nd Place: P 7,000

3rd Place: P 5,000

7 Consolation Prizes: P 2,000 (P1,000 each)

3. Webinar on IPCC 6th Assessment Report

Title: Code Red: The Current State of Climate and Humanity

On August 9, 2021, the Intergovernmental Panel on Climate Change released the first report of its sixth assessment cycle – the only one to be published before COP26 in November– focused on the physical science of climate change.

United Nations (UN) Secretary General Antonio Guterres described the IPCC report as a code red for humanity. Reiterating the report, the UN Secretary General said that global heating is already affecting every region in the world, with many changes becoming irreversible.

This webinar will focus on laymanizing the key findings of the IPCC Sixth Assessment Report and its impacts on the Environment and Natural Resources (ENR) Sector.

4. Ang Tinig Klima Radio Program

Ang Tinig Klima radio program is a one-hour weekly episode of the CCS being aired on Radio DZXL 558 RMN Manila and livestreamed on Facebook. The radio program aims to deliver relevant information related to climate change and its relationship to various sectors as well as its impacts to environment and natural resource systems.

In support of this year's observance of the Climate Change Consciousness Week, the Office will air an episode highlighting the involvement of children and youth in addressing climate change.

5. Opening of the National Climate Change Consciousness Week

The DENR Climate Change Service will launch the DENR NCCCW 2021 Facebook Frame as a support-activity to promote and raise awareness about the event.



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KKK: Klima, Kalikasan at Kabataan Virtual Music Concert

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The arts can help provide some of the affective components of environmental and climate education such as emotions, values, and motivations which could drive pro-environmental behavior. As one of the arts, music has the capacity to communicate complex topics and emotions, which makes it a valuable mechanism for environmental and climate education. According to research, incorporating pro-environmental messages into songs can help bring these messages to a broader audience.²

As part of the observance of this year's National Climate Change Consciousness Week, the DENR Climate Change Service will hold the "KKK: Klima, Kalikasan, at Kabataan Virtual Music Concert".

The virtual music concert aims to provide a good platform for our youth to promote the restoration of our communities, our ecosystems, and our climate through the use of music. The event aims to make this a moment for the youth to come together and step up their climate and environmental actions.

¹ UNESCO. n.d. "Education for Sustainable Development". Retrieved from: <https://en.unesco.org/themes/education-sustainable-development>

² Publicover, J. L., Wright, T. S., Baur, S., & Duinker, P. N.. (2018). Music as a tool for environmental education and advocacy: artistic perspectives from musicians of the Playlist for the Planet. *Environmental Education Research*, 24(7), 925 - 936. presented at the 2018/07/03/. Retrieved from <https://doi.org/10.1080/13504622.2017.1365356>

Recognition Award Prizes:

1st Place: P50,000

2nd Place: P40,000

3rd Place: P30,000

2 Consolation Prizes: P15,000

Criteria for Judging:

- Musicality: 30%
- Climate change and environmental content: 30%
- Voice Quality: 20%
- Originality: 10%
- Over-all Performance: 10%

Mechanics:

- a) The participating band/s shall be composed of a minimum of two (2) and a maximum of four (4) members, ages 15 to 30 years old, coming from any region in the country. Participants must submit an ID with birthdate or any proof certifying that the participant is within the age range.
- b) The participating band shall submit ONE original song in either Tagalog or English, with a minimum running time of two (2) minutes and a maximum of five (5) minutes. The song should be original and should not have been released.
- c) Any genre or musical style is allowed.
- d) The participating band shall submit the following:
 - a. lyrics of the song in word file format;
 - b. mp3 version of the original song;
 - c. recorded demo (HD video, mp4 format) of the original song
- e) Only one entry per participating band is allowed.

- f) Only amateur bands with no recording/distribution deals with any major label and are or were never a part of any professional music outfits are allowed to join the contest.
- g) The use of excessive or overtly violent, sexual, offensive themes, graphics, and language are not allowed.
- h) A Board of Judges shall be constituted for this purpose. The Judges' decision is final and unappealable.
- i) All entries will become the property of the DENR Climate Change Service, for use in the advocacy programs of the Department. The name/s of the participant/s will be acknowledged when the material/s is/are used for publicity/advocacy purposes.

Relatives of the DENR Climate Change Service personnel, up to the second level of consanguinity are not eligible to join this contest.

Entries must be submitted to cco.denr@yahoo.com and ccs@denr.gov.ph on or before **November 16, 2021** with filled up attached entry form. If the individual contestant is having difficulty sending the entry to the organizer, such may be submitted thru the DENR CENRO/ PENRO, or Regional Office, whichever comes as more convenient to the contestant. The respective DENR Office shall quickly email the said entry submission to the DENR Climate Change Service.

Winners will be announced on the week of the National Climate Change Consciousness Week in November 2021. Please follow the DENR Climate Change Service Facebook Page for the announcement of winners.



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Youth in Climate Action Tiktok Challenge

Tiktok is now home to a growing community of eco-friendly creators, who aim to raise awareness on urgent environmental issues like global warming and the need for sustainable development among TikTok's 800 million users.¹

Utilizing this platform, this competition aims to show how the youth are adopting sustainable lifestyle and promoting behavior change in their everyday lives to address climate change.

Prizes:

1st Place: P 10,000

2nd Place: P 7,000

3rd Place: P 5,000

7 Consolation Prizes: P 2,000

Total: P 36,000

Criteria for Judging:

- Number of likes - 25%
- Creativity - 30%
- Video Quality - 15%
- Relevance to the theme - 30%

Mechanics:

- a) Contestants will be asked to submit their TikTok videos with a corresponding title/content either in English or Filipino. If in Filipino, there should be English subtitles. Participants should be 15-30 years old coming from any region of the country. They must submit an ID with birthdate or any proof certifying that the participant is within the age range.
- b) Entries must be **60 secs** long and must be submitted in any video format (mp4, mkv, mov, etc). The video shall show ways on how you can promote behavioral

¹ France-Presse, Agence. September 2020. "Young activists are taking to TikTok to save the planet". Retrieved from: <https://www.thejakartapost.com/life/2020/09/03/young-activists-are-taking-to-tiktok-to-save-the-planet.html>

solutions to climate change and sustainable lifestyle to your family, friends, and community.

Incorporation of music, dance, filters found in TikTok are highly encouraged, except for virtual backgrounds or green screen effects.

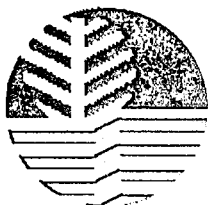
- c) The video must be submitted together with the word file of the description and script of the entry. The same video should also be uploaded to the participant's TikTok account with the hashtag #DENRYouthInClimateAction.
- d) Virtual backgrounds or green screen effects are not allowed. Video must be identifiable as being taken within the community or household. It shall include human elements in natural or candid situations. It shall also constitute the programs, activities, and/or behavior change the person / community is pursuing.
- e) Any phone camera device is allowed to be used for this contest. Post-processing of the images is limited to the features found inside the TikTok Application. Further use of other video-editing softwares is not allowed.
- f) Only one entry per participating individual is allowed.
- g) The use of excessive or overtly violent, sexual, offensive themes, graphics, and language will not be allowed.
- h) A Board of Judges shall be constituted for this purpose. The Judges' decision is final and unappealable.
- i) All entries will become the property of the DENR Climate Change Service, for use in the advocacy programs of the Department. The name/s of the participant/s will be acknowledged when the material/s is/are used for publicity/advocacy purposes.

Relatives of the DENR Climate Change Service personnel, up to the second level of consanguinity are not eligible to join this contest.

Entries must be submitted to cco.denr@yahoo.com and ccs@denr.gov.ph on or before **November 16, 2021** with filled up attached entry form. If the individual contestant is having difficulty sending the entry to the organizer, such may be submitted thru the DENR CENRO/PENRO, or Regional Office, whichever comes as more convenient to the contestant. The

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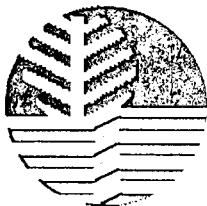
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**KKK: KLIMA, KALIKASAN AT KABATAAN VIRTUAL MUSIC CONCERT
OFFICIAL ENTRY FORM**

Name:	
Age:	Sex:
Mobile number:	Email Address (if any):
Organization/s (if any):	
Home Address:	
Title of Entry:	
Signature:	Date of submission:

Submit your entries, on or before November 16, 2021, with a filled-up Official Entry Form to:

DENR Climate Change Service
2nd Floor, DENR Main Building
Visayas Avenue, Quezon City
cco.denr@yahoo.com
ccs.denr@gmail.com
Tel. No. 8-9281194
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**YOUTH IN CLIMATE ACTION: TIKTOK CHALLENGE
OFFICIAL ENTRY FORM**

Name:	
Age:	Sex:
Mobile number:	Email Address (if any):
Organization/s (if any):	
Home Address:	
Title of Entry:	
TikTok Account:	
Signature:	Date of submission:

Submit your entries, on or before November 16, 2021, with a filled-up Official Entry Form to:

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