



Republic of the Philippines  
**Department of Environment and Natural Resources**  
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08 November 2021

**MEMORANDUM**

**TO :** ALL REGIONAL EXECUTIVE DIRECTORS

**ATTENTION :** THE REGIONAL STRATEGIC COMMUNICATION AND INITIATIVES GROUPS

**FROM :** THE UNDERSECRETARY  
SOLID WASTE AND LOCAL GOVERNMENT CONCERNS AND SUPERVISING UNDERSECRETARY FOR STRATEGIC COMMUNICATION AND INITIATIVES SERVICE AND TASK FORCE TAYO ANG KALIKASAN

**SUBJECT :** DISCUSSION CUM MEETING ON THE REGIONAL LAUNCH OF THE SOLID WASTE MANAGEMENT ADVOCACY CAMPAIGN AND PREPARATION OF SWM WORK AND FINANCIAL PLAN FOR FY 2022

The Strategic Communication and Initiatives Service recently launched the Solid Waste Management Advocacy Campaign to address the persistent problems of solid waste management.

The campaign aims to change the mindset and behavior of the Filipino public to be more caring and protecting of their environment through sound environmental practices, such as waste segregation, reduction in waste generation, refusing plastics and disposable items, and using reusable bags.

The campaign highlighted the adventures of the PBB mascot or Pinas: the Basura Buster in short video materials as well as the introduction of the newest environmental game app of PBB.

Relative to this, there will be a short planning cum meeting on November 10, 2021 at 9:00 A.M. to discuss the following agenda:

- a. Regional launch of the solid waste management advocacy campaign
- b. Discussion of strategies and activities
- c. Preparation of SWM WFP
- d. Other matters

For appropriate action .

  
**BENNY D. ANTIPORDA**

**Let's Go Green**