



Republic of the Philippines
Department of Environment and Natural Resources
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MEMORANDUM

FOR/TO : All Bureau Directors and Heads of Attached Agencies
All Regional Executive Directors
All Regional Directors for Environmental Management Bureau
All Regional Directors for Mines and Geosciences Bureau
All Provincial Environment and Natural Resources Officers
All Community Environment and Natural Resources Officers
All Regional Strategic Communication Initiatives Group
All Programs and Projects Directors, MBCO, RBCO, PRCMO

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 : **INVITATION TO THE SOLID WASTE MANAGEMENT
ADVOCACY CAMPAIGN LAUNCH**

The Strategic Communication and Initiatives Service (SCIS) has embarked on a Solid Waste Management (SWM) Advocacy Campaign to improve awareness and encourage participation of our stakeholders towards solid waste management program of the government.

Through this campaign, SCIS envisions to influence behavior and attitude of our intended audiences towards proper solid waste management.

In this connection, all officials and employees are enjoined to support and participate in the hybrid program for the SWM Advocacy Campaign Launch that will be officially held on October 15, 2021 at 9:30AM at the DENR Social Hall with **Zoom ID: 930 4938 3264 and Passcode: SWM2021.**

Attached is the program of activities for your reference.

For your consideration.


BENNY D. ANTIPORDA

cc: Undersecretary for Field Operations and Environment
Undersecretary for Policy, Planning and International Affairs

Let's Go Green!!!



DENR SOLID WASTE MANAGEMENT ADVOCACY CAMPAIGN LAUNCH

DENR Social Hall, Visayas, Avenue, Diliman, Quezon City

October 15, 2021, 9:30AM onwards

PROGRAM

National Anthem

Invocation

Welcome Remarks

UNDERSECRETARY BENNY D. ANTIPORDA
Solid Waste Management and Local Government
Units Concerns and Supervising Undersecretary for
Strategic Communication and Initiatives Service and
Task Force Tayo ang Kalikasan

Keynote Message

SECRETARY ROY A. CIMATU
Department of Environment and Natural Resources

Message of Solidarity

UNDERSECRETARY MARLO L. IRINGAN
Department of the Interior and Local Government

Presentation of Video

Kwentong DENR Episode 1

Presentation of "Trash to Cash"
Program

DIRECTOR JACQUELINE A. CAANCAN
Regional Executive Director
DENR National Capital Region

Presentation of Video

Kwentong DENR Episodes 2, 3 & 4

Launch

PINAS: the Basura Buster

Basura Buster Game App

Closing Remarks

MS. SONIA MENDOZA
Chairperson, Mother Earth Foundation and
Alternate Representative of the Non-Government
Organization, National Solid Waste Management
Commission

Finale
"Manila Bay-anihan"

MR. JOHN PAUL PADILLA
DENR, NCR West Field Office

Master of Ceremonies

MS. JANELLE TEE

Miss Earth 2019