



## MEMORANDUM

FOR : **All DENR Regional Executive Directors**  
1-13, CAR, NCR

FROM : **The Assistant Director**  
Officer-in-charge, Office of the Director

SUBJECT : **INVITATION TO THE CONDUCT OF REGIONAL  
CONSULTATION ON THE PREPARATORY PROCESSES TO  
THE ICM MAINSTREAMING BACK-TO-BACK WITH  
PROTECTED AREA (PA) COMMUNICATION PLAN  
DEVELOPMENT ON APRIL 27, 2021**

DATE : **APR 19 2021**

Relative to the implementation of the Technical Assistance on ICM and Social Marketing and Mobilization under the Coastal and Marine Ecosystem Management Program (CMEMP), an online learning event and consultation on the preparatory processes in mainstreaming ICM and PA Communication Planning shall be conducted on **April 27, 2021 at 8:00 am - 5:00 pm**. This shall be participated by Regional and Field staff.

At the end of the back-to-back consultations for the above-mentioned subject, the participants are expected to have:

1. full understanding of the Memo -Guide and preparatory activities to mainstreaming ICM to the Comprehensive Land-Use Plan (CLUP) and Comprehensive Development Plan (CDP);
2. come to agreement on the next steps and recommendations in the development of Guidelines of Mainstreaming the ICM;
3. gained knowledge on the rudiments of PA Communication Planning; and,
4. understanding on the importance of KAP survey in Communication Planning.

The said event will be conducted online using the zoom details below:

**Meeting ID: 990 0303 4670**  
**Passcode: ICMCom**

In view of this, we would like to request the participation of staff and personnel of the Region and its Field Offices. A draft DENR Special Order and a copy of the Program are attached for your information and consideration.

For more information and clarifications please contact Joseph Ryan B. Davalos and Afril Cyril Laroco of the Coastal and Marine Division of this Bureau at [davalosjosephryan8@gmail.com](mailto:davalosjosephryan8@gmail.com) and [polaps.laroco@gmail.com](mailto:polaps.laroco@gmail.com) or you may call us at (02) 925-8948 or 0916 222 4676.

For your information and consideration

  
AMELITA D. ORTIZ



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