



MEMORANDUM

FOR : All Regional Executive Directors
All PENROs
All CENROs

FROM : OIC Assistant Director
In-Charge, Office of the Director

SUBJECT : **SOCIAL MEDIA CAMPAIGN IN CELEBRATION OF NATIONAL CLIMATE CHANGE CONSCIOUSNESS WEEK 2023**

DATE : **OCT 25 2023**



The Forest Management Bureau (FMB) annually joins the celebration of National Climate Change Consciousness Week (NCCCW)¹ through various activities that raise awareness on the effects of global warming and climate change and promote cooperation for everyone to find and contribute solutions. This year, the FMB wishes to conduct a social media campaign on **November 20-24, 2023** with the theme **“Fighting Climate Change Together: A Call for Sustainable Living”**. It aims to a massive campaign awareness on global warming and climate change by pursuing a broad and intensive public information and education campaign, foot forwarding the advocacy on **“Climate Change Needs Behavior Change”** by providing several behavioral solutions in addressing climate change through **KlimaReel** (A short-clip video making competition) and **Little Ways, Big Change** (a week-long care for the environment challenge).

In this regard, your Offices are hereby invited to join the said video-making competition and week-long care for the environment challenge. Please be informed that the deadline for individual entry submissions in KlimaReel is on **24 November 2023 at 11:59 pm** and the deadline for submissions in Little Ways, Big Change is **at 11:59 pm daily from 20-24 November 2023**. For more information regarding the event, enclosed herewith are the mechanics for your ready reference.

Our staff, For. Yarah V. Garcia, will further coordinate with your Office regarding the matter. Should you have need for further information to assist you in the appreciation of our request, please do not hesitate to contact her at (02) 8928-2891 or email her at fred.efs@fmb.denr.gov.ph.

For more information, you may also visit the DENR Forest Management Bureau Facebook Page.

FOR YOUR INFORMATION AND CONSIDERATION, PLEASE.


EDNA D. NUESTRO

¹ Pursuant to Proclamation No. 1667, s. 2008 declaring November 19-25, 2008, and every year thereafter as **“Global Warming and Climate Change Consciousness Week”**,