



Republic of the Philippines  
Department of Environment and Natural Resources  
**PROVINCIAL ENVIRONMENT AND NATURAL RESOURCES OFFICE**  
MIMAROPA Region

December 12, 2022

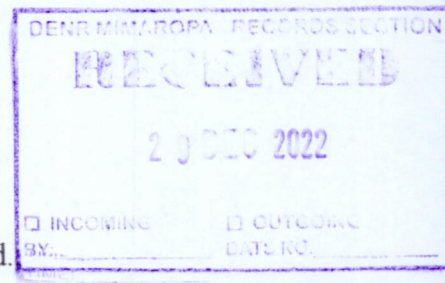
**MEMORANDUM**

FOR : The Regional Executive Director  
DENR MIMAROPA Region  
1515 DENR By the Bay Building, Roxas Blvd.  
Barangay 668, Ermita, Manila

ATT'N : The Chief  
Regional Strategic Communications and Initiatives Group

FROM : The Post-Inspection Team (Consultancy Services)

SUBJECT : COMMUNICATION PLAN FOR CY 2023 OF DENR  
OCCIDENTAL MINDORO



Respectfully submitted is the Communication Plan of DENR Occidental Mindoro for CY 2023. Please be informed that the highlighted figures are the assured fund as per approved Work and Financial Plan.

For information and record.

**ERNESTO E. TAÑADA**





**DENR OCCIDENTAL MINDORO  
COMMUNICATION PLAN CY 2023**

PROGRAM	COMMUNICATION ACTIVITIES	ORGANIZATIONAL INTERVENTIONS	DURATION	RESPONSIBLE CENTER/PERSON	EXPECTED OUTPUTS	INDICATORS	BUDGET
1. CLEAN WATER							
		World Wetlands Day  Mangrove Tree Planting	2023	CENRO Sablayan, MWCS-PAMO, LGU, local community	Educated general public through proper information initiatives on the importance of mangroves in the community and increased number of mangroves in the area.	No. of mangroves propagules survived	Php 5,000.00
		World Water Day  River Cleanup	March 22	CENRO Sablayan, CDS, LGU, local community, Other Stakeholders	Highly involved local community and the media in protecting and preserving the environment	No. of media covering the event, no. of participants	Php 5,000.00





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Lecture	<b>Month of the Ocean</b>  Coastal Clean-up  Lectures - Clean Water Act	June	CENRO Sablayan, CDS, LGU, Local community, Other Stakeholders, Academe	Informed, involved and proactive coastal communities taking part in the conservation and protection of their coastal and marine ecosystems as well as their mangrove forests.	Pre-Test and Post- Test	Php 8,000.00
	<b>Month of the Ocean</b>  Clean Up Activity and Lecture on the Apo Reef Natural Park	June 2023	PENRO Occidental Mindoro	Increased knowledge of the participants regarding the Apo Reef Natural Park	No. of generated wastes Post Test/Pre-Test	Php10,000.00
	<b>World Ocean's Day</b>  Dalaw-Turo regarding the APO Reef Natural Park	June 2023	CENRO Sablayan, CDS, APO Reef- PAMO, Academe	Increased knowledge of the participants regarding the Apo Reef Natural Park	Pre-Test and Post- Test	Php 8,000.00
<b>2. SOLID WASTE MANAGEMENT</b>						
Special Events	<b>National Zero Waste Month</b>  Meetings re: implementation of Solid Waste Management in Brgy. Salvacion, Rizal and the Municipal Office of Rizal - Lecture on RA 9003 and its IRR - Collection of data on		CENRO San Jose, LGU, BLGU	Drafted Barangay Ordinance re: ESWM and Creation of Barangay Solid Waste Management Committee and eventually implementing the ESWM related policies. Rizal to start the implementation of the existing Municipal	Barangay Ordinance on ESWM implementation approved, Barangay Solid Waste Management Committee created	





		waste generation/ collection if available			Ordinance re: ESWM and its IRR. Scheduled Launch of the completed temporary Brgy. MRF as a result of the project “Dagyawon MRF” in Brgy. Salvacion.	and Dagyawon MRF project constructed and launched.	
		<b>International Coastal Clean-Up</b> Coastal Clean-Up	September 13	CENRO Sablayan, CDS, LGU, Coastal Barangays, Other Stakeholders, Academe	High involvement of local community and the media in protecting and preserving the environment	No. of media covering the event	<b>Php 8,000.00</b>
		<b>International Coastal Clean-up</b> Coastal Clean-up Activity	September 17	CENRO San Jose, Partner Municipality	Participation of the community and other agencies during clean-up. Less wastes collection in comparison with the data collected on ICC 2022.	Comparison of data from ICC 2022 and 2023	<b>Php 6,000.00</b>
		<b>International Coastal Clean Up</b> Coastal Clean-Up Activity	September 17	PENRO Occidental Mindoro	Increase knowledge and participation of the community	Record of generated wastes from the previous year	<b>Php 10,000.00</b>

**3. CLEAN AIR**





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		Distribution of DENR Service Box to All Barangays of Sta. Cruz (Flyers, Pamphlet and Other IEC Materials re: Environmental Laws, Protection and Conservation and other DENR Services)	November	CENRO Sablayan	Educated general public through proper information initiatives on environmental laws, protection and conservation of the environment and the services of the DENR	No. of materials distributed	Php 3,000.00
4. CLIMATE CHANGE							
Lecture	World Environment Day - Lecture on Environmental Laws	June 6	CENRO Sablayan, Barangay Officials	Responsible and informed citizens. Involvement of local community and the media in protecting and preserving the environment	Pre-Test/Post Test	Php 8,000.00	
Lecture	Conduct of lectures on RA 9003 and its relevance to health, food security and mitigating climate change.	as needs arises/ not later than September	CENRO San Jose, Brgy. Salvacion Purok leaders, BLGU/ LGU Rizal	Households practicing proper segregation and waste diversion activities. Households refusing the use of single-use plastics. Community practices backyard composting.	Regular monitoring, area immersion, observation	Php 8,000.00	
Consultation Meeting	Consultation meetings conducted to other barangays of the Municipality of Rizal	as need arises/ not	CENRO San Jose, LGU (MENRO and	Established relationship to the communities and the barangay council. The	Minutes of the Meetings, area visitation, drafting	Php 8,000.00	





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		regarding the implementation of ESWM which started at Brgy. Salvacion.	later than June	Sangguniang Bayan), BLGUs	Barangay and communities' approval to replicate activities conducted in Brgy. Salvacion.	of Barangay Ordinance on ESWM.	
5. BIODIVERSITY							
		<b>Tamaraw Month Celebration</b> - Kick-off Activity for Tamaraw Month (Motorcade)	October	PENRO Occidental Mindoro, Provincial Government	Active participation of other agencies in the community regarding the celebrations , and to promote conservation and protection of the Tamaraw	No. of agencies participating in the event	Php 5,000.00 as needs arise (from Wildlife Fund)
	Lecture	<b>Coral Triangle Day</b> Marine Turtle Conservation		CENRO Sablayan, CDS, LGU, Coastal Barangays, Other Stakeholders,	Increased knowledge of the participants in the different marine turtles present in Philippine Waters and do's and don'ts when encountering one.	Pre-test and Post-Test	Php 5,000.00
	Lecture	<b>Coral Triangle Day</b> - Lecture on Marine Turtle Conservation - Radio Airing re: interdependence of the three main coastal habitat and the Coral Triangle Day Celebration		CENRO San Jose, Partner municipalities	A wider public informed and educated through the mass media.	Areas reached by the Radio Station	Php 5,000.00





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	<b>Coral Triangle Day</b>		PENRO Occidental Mindoro	Increased knowledge of participants regarding the Coral Triangle.	No. of distributed drinking bottles.	<b>Php 10,000.00</b>
	Lecture and Distribution of Reusable drinking bottle			Increased use of reusable drinking bottle.		
	<b>World Ocean's Day</b>		CENRO San Jose, Partner municipalities	Informed, involved and proactive coastal communities taking part in the conservation and protection of their coastal and marine ecosystems as well as their mangrove forests.	Pre-test and Post-test Calintaan's unsupervised activities conducted with documentation and Facebook posting.	<b>Php 8,000.00</b>
	Lecture on Marine Turtle Conservation -  Mangrove planting/ maintenance and protection activities  Radio Airing re: interdependence of the three main coastal habitat and the Coral Triangle Day Celebration			Municipality of Calintaan's continuous implementation of projects on Mangrove conservation and protection with minimum supervision from this Office. Also, Calintaan to finally look at the Mangrove areas rehabilitated and expanded as a potential for ecotourism as one of the	Areas reached by the radio station	





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					effective measures for its conservation.		
					A wider public informed and educated through the mass media		
	Lecture	International Coastal Clean-Up (Impacts of Improper Waste Disposal to Marine Resources)	September	PENRO Occidental Mindoro	Increased knowledge of students in the proper waste segregation	Pre-Test and Post Test	Php 5,000.00
	Exhibit/ Lecture	Tamaraw Month Celebration - Tamaraw Exhibit with Lecture in School	October	PENRO Occidental Mindoro, Regional Office, Tamaraw Conservation Program	Increased knowledge of students regarding the Tamaraw . Encouraged positive outlooks towards the conservation and protection of the Tamaraw.	Conduct Pre-test and Post Test/Survey	Php 11,000.00
	Lecture	World Wildlife Day	March 2023	CENRO Sablayan	Increased knowledge of participants regarding the different fauna and flora found in Mindoro	Pre-test and Post-Test	Php 5,000.00
6. LAND ADMINISTRATION AND MANAGEMENT							
	Radio Program	Observance of the relevant environmental celebrations Environmental Celebrations and other issues and DENR	September	CENRO San Jose, LGU (MENRO and	Informed listeners on the different celebrations in September as well as the needed information re:	Areas Reached by the Radio Station	Php 10,000.00





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		critical services (Foresore and Easement related policies)		Sangguniang Bayan), BLGUs	critical services provided by the Office		
	Radio Program	Land Titling Application Requirements	September	PENRO Occidental Mindoro, Care FM	Increased knowledge of listeners when it comes to the requirements/processes of Land Titling	Areas reached by the Radio Station	Php 5,000.00
7. EXPANDED NGP							
	Radio Program	World Bamboo Day	September	CENRO Sablayan	Increased knowledge of listeners in the importance of planting bamboo.	Areas reached by the Radio Station	Php 10,000.00
		Significance of Planting Bamboo					
		Arbor Day	June 2023	CENRO Sablayan	Active involvement of local community in protecting and preserving the environment		Php 5,000.00
		Tree Planting & Community Pan-Tree (Free Seedlings)					
8. FOREST PROTECTION							
		National Fire Prevention Month - Installing of Tarpapel/ Streamer	March	PENRO Occidental Mindoro, CENRO Sablayan	Strengthened partnership with other agencies.		Php 4,500.00 (1,500.00 each)

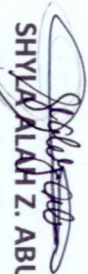




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			and CENRO San Jose			
Kali-Camp related Activity		Activity of ENR Ambassadors chosen during KaliCamp  (Will be aligned with the activity/event of RSCIG, preferably during second quarter))	CENRO San Jose, Occidental Mindoro			

Prepared by:

  
**SHYLA ALAH Z. ABUTAN**  
Information Officer

Approved by:

  
**ERNESTO E. TAÑADA**  
OIC, PENRO