



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/PERS ON	EXPECTED OUTPUTS	INDICATORS	BUDGET
1. CLEAN WATER							
World Wetlands Day	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 survived	No. of mangroves 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	No. of media covering the event, no. of participants	Php 5,000.00



2. SOLID WASTE MANAGEMENT						
Special Events	National Zero Waste Month 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	Pre-Test and Post-Test	Php 8,000.00



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		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 "Dagyawan MRF" in Brgy. Salvacion.	and Dagyawan MRF project constructed and launched.	
International Coastal Clean- Up 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	Php 8,000.00
International Coastal Clean- up 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	Php 6,000.00
International Coastal Clean Up Coastal Clean-Up Activity	September 17	PENRO Occidental Mindoro	Increase knowledge and participation of the community	Record of generated wastes from the previous year	Php 10,000.00



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4. CLIMATE CHANGE						
	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
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. Salvation 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				
Tamaraw Month Celebration - 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
Coral Triangle Day	Lecture	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.
Coral Triangle Day - Lecture on Marine Turtle Conservation - Radio Airing re: interdependence of the three main coastal habitat and the Coral Triangle Day Celebration	Lecture	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



	Coral Triangle Day Lecture and Distribution of Reusable drinking bottle	PENRO Occidental Mindoro	Increased knowledge of participants regarding the Coral Triangle. Increased use of reusable drinking bottle.	No. of distributed drinking bottles.	Php 10,000.00	
	World Ocean's Day 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	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. 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	Pre-test and Post- test Calintaan's unsupervised activities conducted with documentation and Facebook posting. Areas reached by the radio station	Php 8,000.00	



				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 Lecture on Mindoro Biodiversity	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				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
Radio Program	Observance of the relevant environmental celebrations Environmental Celebrations and other issues and DENR	September	CENRO San Jose, LGU (MENRO and			



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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

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