



Republic of the Philippines
Department of Environment and Natural Resources
Provincial Environment and Natural Resources Office
MIMAROPA Region

Bgy. Sta. Monica, Puerto Princesa City, Palawan

E-mail: penropalawan@denr.gov.ph

Telfax No. (048) 433-5638 / (048) 433-5638

RFD

June 29, 2023

MEMORANDUM

FOR : The Regional Executive Director
DENR MIMAROPA
1515 DENR By the Bay Bldg., Roxas Boulevard,
Barangay 668, Ermita, Manila

THRU : The OIC, ARD for Technical Services

FROM : The Provincial Environment and
Natural Resources Officer

SUBJECT : **REPORT ON THE DEVELOPMENT OF GEM TASK FORCE
BRAND UNDER THE GREEN ECONOMY MODEL (GEM)
PROJECT WITHIN EL NIDO MANAGED RESOURCE
PROTECTED AREA (ENMRPA), EL NIDO, PALAWAN**



Respectfully forwarded is the memorandum dated June 20, 2023 of CENRO Taytay, Palawan regarding on the above subject that serves as **Means of Verification (MoV)** for target on the Green Economy Model (GEM) under Strengthened Enforcement of Environmental Laws - Creation of Task Force Branding in El Nido Managed Resource Protected Area (ENMRPA), El Nido, Palawan.


Please be informed that the Inventory and Compliance Monitoring Team held a meeting to solicit inputs from the GEM Technical Working Group (TWG) (RSO No. 333, Series of 2022) on the development of GEM Task Force Brand name, logo and taglines. Be informed further that the results from the said activity will be presented to the Protected Area Management Board of El Nido Managed Resource Protected Area (PAMB-ENMRPA) for approval and adoption.

For information and record.



Cc:
PENRO Planning Unit


FELIZARDO B. CAYATOC

DENR-PALAWAN
PENRO-RECORDS
RELEASED
By 
Date: 03 JUL 2023 CN 2023-1779



Republic of the Philippines
Department of Environment and Natural Resources
MIMAROPA Region

COMMUNITY ENVIRONMENT AND NATURAL RESOURCES OFFICE

By the National Highway, Poblacion, Taytay, Palawan 5312

Mobile: 0926-505-9335 TM 0912-171-3889 TNT

Email: cenrotaytay@denr.gov.ph

**DENR PENRO
PALAWAN RECORDS
RECEIVED**

June 20, 2023

MEMORANDUM

FOR : The Provincial Environment and Natural Resources Officer-Palawan

FROM : The Community Environment and Natural Resources Officer

SUBJECT : **ACCOMPLISHMENT REPORT ON ACTIVITY PER WFP
Green Economy Model (GEM) 2022 Continuing Target**

Activity: Green Economy Model (GEM) Task Force Branding				
Performance Indicator: GEM brand created				
Frequency of submission: 2 nd quarter				
Current submission: Memo report of Inventory and Compliance Monitoring Team dated June 16, 2023 (CN 3839 in the eDATS) submitting the result on the development of GEM Task Force Brand under Green Economy Model (GEM) Project within El Nido Managed Resource Protected Area (ENMRPA), El Nido, Palawan				
Attachment: 1. Photo documentation (2 pages) 2. Program (1 page) 3. Attendance (2 pages)				
Gender & Development GaD data	Male = 7	Female = 16	LGBTQ+ = 0	Prefer not to say = 0
Age Grouping	60 and above	18-59	17 and below	TOTAL
Environmental Management System (EMS) Compliance	Not determined			
	✓ Compliant to 5S organization techniques (5S – keep only necessary items, SET IN ORDER – arrange items to promote efficient workflow, SHINE – clean the work area so it is neat and tidy, STANDARDIZE – set standards for a consistently organized workplace and SUSTAIN – maintain and review standard)			
	✓ No single use plastic			
	✓ PENRO Memo No. 2023-001 dated February 21, 2023			

This is our **Means of Verification (MoV)** on the activity. Please confirm your receipt hereof. Thank you.

**DENR CENRO
TAYTAY, PALAWAN
RELEASED**

CONRADO M. CORPUZ

Copy furnished:
PAMO-ENMRPA

BY: [Signature]
DATE: JUN 21 2023 2233



June 16, 2023

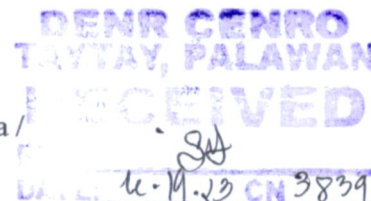
MEMORANDUM

FOR : The Community Environment and
Natural Resources Officer /
Chairperson, Green Economy Model

THROUGH : Protected Area Superintendent
El Nido-Taytay Managed Resource Protected Area /
Vice Chairperson, Green Economy Model

FROM : Inventory and Compliance Monitoring Team

SUBJECT : **REPORT ON THE DEVELOPMENT OF GEM TASK FORCE
BRAND UNDER THE GREEN ECONOMY MODEL (GEM)
PROJECT WITHIN EL NIDO MANAGED RESOURCE
PROTECTED AREA (ENMRPA), EL NIDO, PALAWAN**



This pertains to the target on the Green Economy Model (GEM) Task Force Branding under the GEM project within El Nido Managed Resource Protected Area (ENMRPA), El Nido, Palawan.

Please be informed that the Inventory and Compliance and Monitoring Team through Ms. Kareen O. Miels, freelance consultant, held a meeting and solicit inputs from the GEM Technical Working Group (TWG) (RSO No. 333, Series of 2022) on the development of GEM Task Force Brand name, logo and taglines which will play a significant role in differentiating the task force from the rest of the task force in all other GEM areas in the country. Below is the result of the meeting.

Rationale:

During the review and updating of the GEM Master Plan on 6-9 July 2022, it was realized that the Task Force name for the Task Force assigned in El Nido, Palawan has to be created and a brand identity should be developed. Having an own identity strengthens the image of the different task forces in the five GEM sites in the Philippines. It would guarantee the uniqueness that would enable El Nido to stand out and be recognize from the different projects and programs offered under the GEM project.

This one-day workshop was conducted as an initial effort to supply the needs for branding that were identified by the Technical Working Group.

Objectives:

The workshop aims to:

1. Discuss the current status of the GEM Task Force in El Nido in terms of branding;
2. Develop its Vision, Mission, and Values;
3. Formulate a Task Force Slogan;

4. Create and agree on the Task Force Name; and
5. Design a logo that will be used for the IEC materials and communications of the Task Force.

Workshop Methodologies:

The TWG, throughout the day, were grouped into three smaller groups to work on Workshops 1 and 2. Workshop 3 was done individually. The last Workshop was decided by the group as not required as the GEM Masterplan was just updated recently. The time that was intended for Workshop 4 was used for a more practical exercise in using Canva as a tool for the TWG to communicate with its stakeholders.

The following sections are presented as (1) Outputs from the different groups and (2) Output as a consensus.

Workshop 1: Vision, Mission, and Values

Vision Outputs:

1. Committed stakeholders serving as catalyst for ecological restoration.
2. To maintain balance in the environment and natural resources. Protection, conservation and service to humanity in the midst of development.
3. A renowned municipality with exceptional biodiversity, healthy ecosystem and resilient nature-conserving communities and businesses, effective government towards inclusive and sustainable development.

Mission Outputs:

1. To sustain natural resources through green jobs, easement recovery, waste management and eco-tourism with committed stakeholders for future generation.
2. To protect the environment and biodiversity thru education and program implementation for a healthy ecosystem, resilient community towards sustainable development.
3. To make El Nido a resilient eco-tourism destination with participatory involvement of partner agencies, stakeholders and community supporting green jobs and opportunities towards sustainable development.

Values Outputs:

1. Green-living, Exemplary and Motivated
2. G-Green Economy for E-Environmentally well M-Managed Resources
3. Implementation, Protection and Balance

Final output:

Vision	A pioneer eco-tourism destination promoting nature-conserving communities and committed stakeholders towards ecological restoration and sustainable development.
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Mission	To make El Nido a resilient eco-tourism destination with awareness and participatory involvement of stakeholders and communities supporting environment-friendly practices and opportunities towards sustainable development.
Values	<ul style="list-style-type: none"> • Balance • Protection • Implementation

Workshop 2: Task Force Name and Slogan

Task Force Name and Slogan Outputs

Task Force Name	Slogan
SEAWat El Nido Task Force	Through GEM, we can do it!
Task Force ISLA I-implementation of S-Solid Waste Management, L-legal easement, livelihood A-acceptable water quality standards	Go green! Live clean!
Taskforce Seaback	Safer and Cleaner environment

Final Task Force Name and Slogan

Task Force ISLA

I-implementation of
S-Solid Waste Management,
L-legal easement, livelihood
A-acceptable water quality standards

Through GEM, we can do it!

Workshop 3: Logo Making

This workshop was done individually giving the participants a chance to discover the use of Canva. Some of the participants made the logos on the web version of Canva and some on the mobile version. The main take-away from this tool is to make the participants realize that there are easy-to-use tools that can help the TWG in communicating with their stakeholders.

Here are the submissions from the participants as an initial concept for what the logo of the TWG can be:

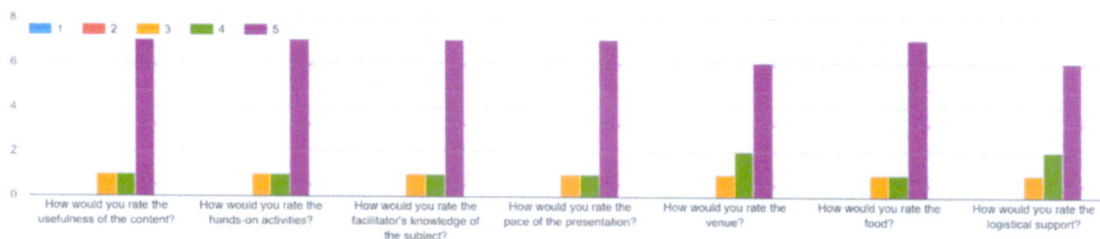


Evaluation Results:

The evaluation was done using Google Forms and nine respondents gave their evaluation of the workshop.

Rating on the Workshop:

Please rate the following (1 as the lowest and 5 as the highest):



What the participants found best or most useful:

1. The use of Canva
2. Using CANVA and the brainstorming of the vision, mission and goals
3. Logo making
4. The logo making using canva.
5. Creating mission and vision
6. The CANVA app
7. The application for making logo
8. Coming up with task force name and slogan
9. All

Comments and suggestions from the participants:

1. Super fun and productive workshop
2. I learned a lot in conceptualizing vision, mission and values. Also, I find Canva very useful specially in making logo.
3. More meetings

Result will be presented to the Protected Area Management Board of El Nido Managed Resource Protected Area (PAMB-ENMRPA) for adoption and approval.

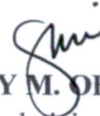
This serves as our **Means of Verification (MoV)** to the activity.

Attached are the photo documentation, program of the activity, and attendance.

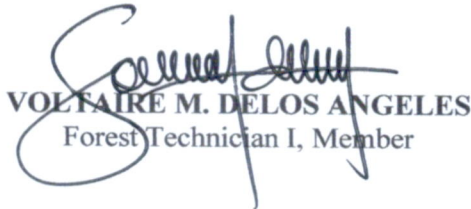
For information and consideration.



LUCILA G. CANDELEJA
Forest Technician II, Team Leader



PRECY M. OBRIQUE
Forest Technician II, Member

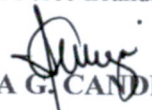


VOLTAIRE M. DELOS ANGELES
Forest Technician I, Member

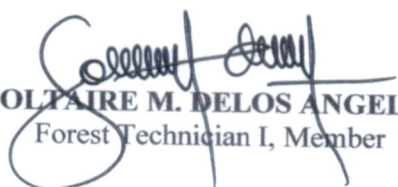
PHOTO-DOCUMENTATION



THIS IS TO CERTIFY that the above pictures are true and taken during the conducted meeting on GEM Task Force Branding om June 2, 2023.


LUCILA G. CANDELEJA
Forest Technician II, Team Leader


PRECY M. OBRIQUE
Forest Technician II, Member


VOLTAIRE M. DELOS ANGELES
Forest Technician I, Member



Group 1



Group 2

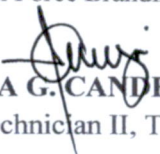


Group 3

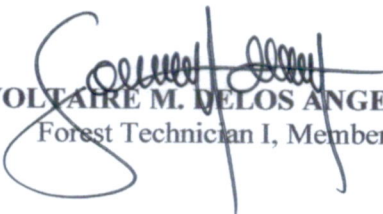


The workshop proper

THIS IS TO CERTIFY that the above pictures are true and taken during the conducted meeting on GEM Task Force Branding on June 2, 2023.


LUCILA G. CANDELEJA
 Forest Technician II, Team Leader


PRECY M. OBRIQUE
 Forest Technician II, Member


VOLTAIRE M. DELOS ANGELES
 Forest Technician I, Member

GREEN ECONOMY MODEL (GEM) TASK FORCE BRANDING
PROPOSED PROGRAMME
02 June 2023, Friday
Taytay, Palawan


Time	Activity
08:00 – 08:15	Registration
08:15 – 08:45	Prayer National Anthem Welcome Remarks from For. Conrado M. Corpuz CENRO Taytay Presentation of Objectives by GEM Focal Person Ms. Lanie Jane A. Rey Introduction of Facilitator by Ms. Lucila G. Candeleja
08:45 – 09:15	Levelling Off and Agreement on Target Outputs
09:15 – 10:15	Workshop 1: Vision, Mission, and Values
10:15 – 10:30	Break
10:30 – 11:15	Presentation of Workshop 1 Outputs and Feedbacking
11:15 – 12:15	Workshop 2: Slogan Making
12:15 – 13:15	Lunch Break
13:15 – 13:45	Presentation of Workshop 2 Outputs and Feedbacking
13:45 – 14:00	Presentation: Canva
14:00 – 15:45	Workshop 3: Logo Making Working Break
15:45 – 16:15	Presentation of Workshop 3 Outputs
16:15 – 17:00	Workshop 4: Short-Term Communication's Plan
17:00 – 17:30	Closing Remarks by PaSu Mildred Suza Evaluation through Google Forms

Attendance:


 Republic of the Philippines
 Department of Environment and Natural Resources
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COMMUNITY ENVIRONMENT AND NATURAL RESOURCES OFFICE
 By the National Highway, Poblacion, Taytay, Palawan 5312
 Mobile: 0928-505-9335 ~ 0912-171-3889 TNT
 Email: cenro@denr.gov.ph

ATTENDANCE DEVELOPMENT OF GEM TASK FORCE BRAND UNDER GEM PROJECT WITHIN ENMRPA, EL NIDO, PALAWAN CENRO Taytay Conference Room, Taytay, Palawan June 2, 2023

No.	Name	Position/Designation	Gender			Signature
			Male	Female	Prefer not to say	
1	Gerardo Compa					
2	Mariano Lilang Jr.					
3	Lucila Cardelina	PT II		-		
4	Peng Chingyi	PT II / Project Mgr.		-		
5	Nicoth Trisha Enrik	PM		-		
6	Francis Jade R. Cometa	Sec II	-			
7	MARIA LUPITA	SM		/		
8	YOSHIE DELA ANGELES	PT I				
9	MARIANO P. Lilang Jr.	DMN	/			
10	ELVIE E. Basc	LMO II		/		
11	Lonic Jene R. Caracha	PT II		-		
12	Karen Miels	Consultant		✓		
13	TIMOTEO B. MAGNAYE JR.	PT I	-			
14	Mary Ann Bulocan	PT I		/		

Approved by: 
LUCINA G. CANPELETA
FT II / GEM TWO

LUCILA R. SANDELETA
FT 11 / ELEM TUG

W
LARIE JANE R. CACACHIA
FT 11 / GERM TLOS

LARIE JANE R. CACACHA
PT 11 / GERM TUG