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Republic of the Philippines  
**Department of Education**  
REGION IV-A CALABARZON  
CITY SCHOOLS DIVISION OF THE CITY OF TAYABAS

13 APR 2021

## DIVISION MEMORANDUM

No. 143 s. 2021**PARTICIPATION IN THE CELEBRATION OF EARTH DAY 2021**

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Heads, Public Elementary and Secondary Schools  
Heads, Unit/Section  
All Others Concerned

1. Relative to **DepEd Memorandum No. 018, s. 2021** entitled Celebration of Earth Day 2021, the field is hereby encouraged to participate in the online celebration of Earth Day with the theme "PINASiglang Mundo (Restore the Earth), from April 20-22, 2021.
2. Participants shall accomplish the form at <https://tinyurl.com/CelebrationOfEarthDay2021> for the monitoring purposes.
3. The Supreme Pupil Government (SPG), Supreme Student Government (SSG) and Youth for Environment in Schools Organization (YES-O) officers and advisers are encouraged to initiate activities in observance in Earth Day 2021. Schools may post the activities through their official FB Pages using the hashtags #RestoreOurEarth, #WalangPlastikan, #EarthDay2021, #DepEdClimateAction, #PlasticFreePH and #DepEdTayabasCity.
4. The School Youth Formation Coordinators in coordination with School DRRM Coordinators are requested to submit a 3-5-minute video for Earth Day 2021 Pledges (*please see enclosure for the message and video guide*). A 3-5-minute video shall be uploaded at <https://tinyurl.com/EarthDayVideo123> on or before April 20, 2021 while the narrative report on the said celebration shall be submitted on or before April 26, 2021.
5. Attached is Enclosure 1 – DepEd Memorandum No. 18, s. 2021 for more information
6. Immediate dissemination of this memorandum is desired.

**ANIANO M. OGAYON, CESO V**  
Schools Division Superintendent



Brgy. Potol, Tayabas City



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<https://depedtayabas.com/>



Republic of the Philippines  
**Department of Education**

07 APR 2021

DepEd MEMORANDUM  
No. **018** s. 2021

**CELEBRATION OF EARTH DAY 2021**

To: Undersecretaries  
Assistant Secretaries  
Minister, Basic, Higher, and Technical Education, BARMM  
Bureau and Service Directors  
Regional Directors  
Schools Division Superintendents  
Public and Private Elementary and Secondary School Heads  
All Others Concerned

1. Pursuant to Presidential Proclamation No. 1481, s. 2008 declaring April 22 of every year as the Philippines' Earth Day, the Department of Education (DepEd) reaffirms its commitment to strengthening the *Makakalikasan* value of learners and personnel, especially in the light of climate change.
2. In this connection, all public and private elementary and secondary schools, including schools district offices, schools division offices (SDOs) and regional offices (ROs) are encouraged to participate in the **online celebration of Earth Day** with the theme, *PINASiglang Mundo* (Restore the Earth), from April 20 to 22, 2021.
3. The Earth Day Online Celebration aims to promote environment protection among DepEd stakeholders, rally more learners and personnel to be engaged in environment actions, and provide a platform for learners to showcase their commitment to earth restoration.
4. The activities to be led by DepEd for Earth 2021 are as follows:
  - a. **April 20, 2021, 9:00–11:00 a.m.**
    - i. Storytelling for Elementary Learners
    - ii. Makakalikasan Creative Activity on Sustainable Dining where selected participants may be awarded with prizes
  - b. **April 21, 2021, 2:00–4:00 p.m.**
    - i. Panel Discussion with selected learners, teachers, and personnel on Decreasing Single-Use Plastics in Schools
  - c. **April 22, 2021, 8:30–10:00 a.m.**
    - i. Messages from DepEd Officials
    - ii. Launch of the KaLikHasan! Likha at Lakas ng Kabataan para sa Kalikasan: A Creative Sourcebook on the Use of Theater for Climate Education and Action
    - iii. Re-launch of the Microsite on Curated Resources for Teaching Climate Change



5. Moreover, DepEd supports the **program of the Climate Change Commission (CCC) on April 22, 2021, 7:30 a.m. to 3:30 p.m.** Interested DepEd personnel and learners may submit their Earth Day Pledge at <http://bit.ly/DepEdEarthDayPledge2021> **not later than April 8, 2021.** Please refer to Enclosure No. 3 for more information.
6. The learners and personnel are also invited to the **ZOOMba session at 7:30-7:45 a.m. on April 22, 2021** where they are encouraged to post their action photos with the following hashtags for monitoring purposes: #RestoreOurEarth, #WalangPlastikan, #PlasticFreePH, #EarthDay2021, and #DepEdClimateAction. The Department reminds them to exercise due diligence in the use of social media.
7. There will be no registration fee, and pre-registration is not required. The activities will be streamed live at the DepEd Philippines Facebook Page at <https://www.facebook.com/DepartmentOfEducation.PH>.
8. For DepEd-led activities, certificates will be given after the accomplishment of program evaluation and a short quiz through a link which will be provided at the end of each session. For CCC-led activities, learners and personnel may send a screenshot of their attendance at <http://bit.ly/EarthDay2021RequestforCerts>.
9. Schools and offices may initiate activities in observance of Earth Day 2021. Activities conducted at a distance are recommended, in consideration of the ongoing pandemic. Health and safety protocols should be followed at all times.
10. The following documents are enclosed for the information and guidance of those who will participate in the Earth Day 2021:
- a. Enclosure No. 1 - Earth Day 2021 DepEd Concept Note,
  - b. Enclosure No. 2 - Earth Day 2021 CCC Concept Note, and
  - c. Enclosure No. 3 - My Earth Day Pledge Guidelines.
11. Participants from public schools, SDOs, ROs, and the Central Office shall attend the conference on official business.
12. The DepEd-led activities are organized by the Bureau of Learner Support Services-Youth Formation Division (BLSS-YFD) and Disaster Risk Reduction and Management Service (DRRMS), in partnership with DepEd Region IV-A and SDO of Dasmariñas City with the support of the Public Affairs Service (PAS).
13. For more information, please contact the **Disaster Risk Reduction and Management Service (DRRMS)** at telephone number (02) 8637-4933 or through email at [drmo+ccam@deped.gov.ph](mailto:drmo+ccam@deped.gov.ph) for participation of DepEd offices and personnel. Likewise, the **Bureau of Learner Support Services-Youth Formation Division (BLSS-YFD)** may be contacted at telephone number (02) 8637-9814 or through email at [blss.yfd@deped.gov.ph](mailto:blss.yfd@deped.gov.ph) for participation of the Youth for Environment in Schools Organization (YES-O) members and teacher-advisers.
14. Immediate dissemination of this Memorandum is desired.

  
**LEONOR MAGTOLIS BRIONES**  
Secretary



To authenticate this document,  
please scan the QR code



DEPED-OSEC-441572

Encls.:

As stated

Reference:

N o n e

To be indicated in the Perpetual Index  
under the following subjects:

BUREAUS AND OFFICES  
CAMPAIGN  
CELEBRATIONS AND FESTIVAL  
EMPLOYEES  
ENVIRONMENTAL EDUCATION  
LEARNERS  
OFFICIALS  
TEACHERS

JDMC/SMMA/APA/MPC, DM Celebration of Earth Day 2021  
0107 - April 1, 2021



**EARTH DAY CELEBRATION CUM YES-O ASSEMBLY**  
**20-22 April 2021**

**Theme: “PINASiglang Bansa (Restore Our Earth)”**

## **I. Rationale**

Earth Day Network (EDN), the organizing body for Earth Day worldwide, announced that the theme of Earth Day 2021 is “**Restore Our Earth.**” The theme is based on the emerging concept that rejects the idea that our only options to save the planet are to mitigate or adapt to the impacts of climate change and other environmental damage. Scientists, non-governmental organizations (NGOs), businesses, and governments worldwide are now looking at natural system processes and emerging green technologies to restore the world’s ecosystems and forests, conserve and rebuild soils, improve farming practices, restore wildlife populations, and rid the world’s oceans of plastics.

While the world awaits for global political and business leaders to take decisive action to reduce carbon emissions, natural processes including reforestation and soil conservation can store massive amounts of carbon while restoring biodiversity, clean water and air, and rebalancing ecological systems. Restoration is pragmatic and necessary to reduce climate change.

The restoration also brings hope which is important in the age of COVID-19. The impacts of the pandemic have illustrated with painful clarity that the planet faces two crises and they are connected: global environmental degradation and its connection to health. Deforestation, wildlife trade, air and water pollution, human diets, climate change, and other issues have all fed into a breakdown of our natural systems, leading to new and fatal diseases, such as the current pandemic, and a breakdown of the global economy.<sup>1</sup>

In this connection, the Department of Education (DepEd), through the Bureau of Learner Support Services – Youth Formation Division (BLSS-YFD) and Disaster Risk Reduction and Management Service (DRRMS) in partnership with DepEd Region IV-A and Schools Division Office (SDO) of Dasmariñas City with the support of the Public Affairs Service (PAS), will conduct a virtual 3-day interactive Earth Day Celebration. This is in coordination with the Climate Change Commission (CCC) and its partners.

## **II. Objectives**

The Earth Day celebration aims to

1. promote environment protection among DepEd stakeholders;
2. rally more learners and personnel to be engaged to environment actions;

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<sup>1</sup> <https://www.earthday.org/>

3. strengthen the *makakalikasan* core value among learners; and
4. provide a platform for learners to showcase their commitment to Earth restoration.

### III. Activities

**20 April 2021 (9:00 – 11:00 a.m.)**

ACTIVITY	DETAILS
1. "You and the Earth" Story Telling	It will be delivered by a learner or personality. The target audience are elementary learners.
2. "Makakalikasan" Creative Activity Topic: The Sustainable Diner	<p>A resource speaker from the World Wildlife Fund for Nature Philippines will discuss the five principles of being a sustainable diner – conserving resources, reducing single-use plastics, reducing food waste, eating more plant-based food, and sourcing locally.</p> <p>Afterwards, learners and personnel are encouraged to create TikTok-styled videos to showcase any of the five principles previously mentioned before expounding on each one. They may post their videos on Facebook or TikTok and tag DepEd Philippines using the hashtags #MyAmbag4Environment, #2021EarthDay, and #DepEdClimateAction.</p> <p>Selected videos will be given a prize to be announced on 22 April 2021.</p> <p>The target audience are elementary and high school learners and teachers.</p>

**21 April 2021 (2:00 – 4:00 p.m.)**

ACTIVITY	DETAILS
Panel Discussion with our Earth Warriors (Learners and Personnel)	<p>The panel discussion focused on the best practices of schools initiated by the learners and personnel:</p> <ol style="list-style-type: none"> <li>1. Tumbler Challenge by SDO Dasmarinas (Student Leader)</li> <li>2. Good practice in Ecological Waste Management (Student Leader)</li> <li>3. Zero-waste School (Principal)</li> </ol>

**22 April 2021 (8:30 – 10:00 a.m.)**

ACTIVITY	DETAILS
1. Message from DepEd Officials and Personalities	DepEd ExeCom and well-known personalities will provide messages to uplift the spirit of learners to be engaged in environment protection.
2. Review of Past Activities	The past activities (20-22 April 2021) will be reviewed through a video compilation. Likewise, the winners for the Makakalikasan Creative Activity will be announced.

3. Launch of Knowledge Materials for Teachers	<p>The following materials will be launched for use of teaching personnel:</p> <ol style="list-style-type: none"> <li>1. Promotion of the Microsite on Curated Resources for Teaching Climate Change</li> <li>2. Launch of the KaLikHasan! Likha at Lakas ng Kabataan para sa Kalikasan: A Creative Sourcebook on the Use of Theater for Climate Education and Action</li> </ol>
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#### IV. Methodology

The virtual **Earth Day Celebration Cum Yes-O Assembly** on **20-22 April 2021** via Zoom and will be streamed on the Facebook Pages of DepEd Philippines, DepEd Tayo - Youth Formation, and DepEd DRRMS.

#### V. Participants

The expected attendees are as follows:

1. Public and private elementary and secondary learners and teachers
2. All schools district offices
3. All Regional Offices (ROs)
4. All Schools Division Offices (SDOs)
5. All Regional and Division Youth Formation Coordinators
6. All YES-O student officers and teacher-advisers

#### VI. Indicative Program

##### EARTH DAY CELEBRATION DAY 1 (20 APRIL 2021)

Time	Activity
08:45-09:00 a.m.	AVP Video
09:01-09:10 a.m.	Preliminaries (by Region 4A) Pambansang Awit Ecumenical Prayer
09:11-09:15 a.m.	Opening Remarks Dir. Lope Santos III OIC-Director IV, BLSS
09:16-09:20 a.m.	Objective Setting Adolf Aguilar Chief, BLSS-YFD
09:20-09:45 a.m.	"You and the Earth" Story Telling
09:46-09:50 a.m.	Break (Intermission Number)
09:50-10:50 a.m.	"Maka-kalikasan" Creative Activity a. Plant-based food b. Solid Waste Management including <b>open forum</b>
10:51-11:00 a.m.	Closing Remarks Francis Cesar B. Bringas, CESO V Regional Director, Region IV-A

**EARTH DAY CELEBRATION  
DAY 2 (21 APRIL 2021)**

<b>Time</b>	<b>Activity</b>
01:45-2:00 p.m.	AVP Video
02:01-2:15 p.m.	Preliminaries (by Region 4A) Pambansang Awit Ecumenical Prayer
02:16-2:20 p.m.	Opening Remarks Ronilda R. Co Director IV, DRRMS
02:21-2:25 p.m.	Objective Setting Adolf Aguilar Chief, BLSS-YFD
02:26-3:15 p.m.	Panel Discussion with our Earth Warriors (Learners and Personnel) 1. Tumbler Challenge (Learner) 2. Ecological Waste Management - Lighthouse Schools (Learners) 3. Participation in Barangay Solid Waste Management Council (Principal)
03:16-3:20 p.m.	Intermission number
03:21-3:50 p.m.	Open Forum
03:51-4:00 p.m.	Closing Remarks Celedonio B. Balderas, Jr. Schools Division Superintendent Division of Dasmariñas City

**EARTH DAY CELEBRATION  
DAY 3 (22 APRIL 2021)**

<b>Time</b>	<b>Activity</b>
08:15-08:30 a.m.	AVP Video
08:30-08:40 a.m.	Preliminaries (by Region 4A) Pambansang Awit Ecumenical Prayer
08:40-08:50 a.m.	Opening Remarks Lope B. Santos III Director IV, DRRMS
08:50-09:20 a.m.	Messages from DepEd Selected ManCom Members: 1. Undersecretary Alain del B. Pascua 2. Undersecretary Diosdado San Antonio 3. Undersecretary Revsee Escobedo 4. Assistant Secretary Salvador Malana III 5. Regional Director Francis Cesar B. Bringas
09:20-09:30 a.m.	Message from Secretary Leonor Magtolis Briones
09:30-09:40 a.m.	Messages from Celebrities
09:40-09:55 a.m.	Launching of CCAM Materials % DRRMS
09:55-10:00 a.m.	Closing Remarks Adolf Aguilar Chief, BLSS-YFD



**Climate Change Commission**  
**Concept Note**  
***Earth Day 2021: "PINASiglang Mundo (Restore our Earth)"***  
***(As of 19 March, 2021)***

#RestoreOurEarth #WalangPlastikan #PlasticFreePH #EarthDay2021

**Background**

This April 22 is the 51<sup>st</sup> anniversary of the Earth Day celebration, which aims to raise awareness and drive support for planetary protection and action. More than one billion people from over 190 countries celebrate the event. For this year, the theme ***"Restore Our Earth"*** underscores the need to address the global climate crisis and its resulting effects on our ecosystems, biodiversity, food and water, public health, and our industries and communities.

The theme finds support in the United Nations' declaration of the years 2011 to 2030 as the ***"UN Decade on Ecosystem Restoration,"*** which also emphasizes the year 2030 as the deadline for the achievement of the Sustainable Development Goals (SDGs), as well as the year the scientific community defined as the closing of opportunity to limit global warming at 1.5 degrees Celsius as prescribed in the Paris Agreement and the threshold for vulnerable countries to "survive and thrive".

As the world continues to contend with the crippling COVID-19 pandemic amid a climate crisis, the need to rethink our development approaches, look far beyond our horizons, and incorporate sustainability principles in our national strategies and plans has never been more urgent. Both nature and current technologies already offer solutions to address these growing challenges and threats, but humanity needs the will to actually decide, implement, and ensure that these changes will safeguard our planet for future generations.

This Concept Note serves to support this global campaign and localize it in the Philippine context. This note proposes to highlight the pending legislation and active international and local campaigns to ban single-use plastics (SUPs) as the major advocacy that can maximize and deepen this year's celebration of the Earth Day event.

This Note also includes a matrix of possible engagements with other government agencies, the private sector, civil society organizations, and other stakeholders that could be implemented prior, during, and after the Earth Day event, as well as an indicative calendar for these initiatives.

**Objectives**

- To gather stakeholders and rally support nationwide in this year's celebration of Earth Day and related events through a multi-sector platform or alliance
- To consolidate efforts from as many stakeholders as possible in the advocacy to ban single-use plastics, promote sustainable consumption and production, and pursue ecosystem restoration (and related initiatives)

- To mobilize support from the grassroots to the national level, that will provide momentum to current discussions in the Senate and House of Representatives on the bill to ban single-use plastics nationwide and other bills relating to ecosystems restoration and climate action.

## **PROGRAM**

<b>Time</b>	<b>Activity</b>	<b>Lead / Resource Persons</b>
<b>Opening Session</b>		
7:45 AM - 8:00 AM	<b>Jam and Dance for Earth</b>  <i>Waking up on Earth Day with Energy, Passion and Determination</i>	
8:00 AM - 8:15 AM	<b>Opening Preliminaries</b>  <i>Introductory Session / Welcome Remarks from the following:</i>  <b>Secretary Carlos Dominguez III</b> Department of Finance Chairperson-designate, Climate Change Commission  <b>Senate President Vicente Sotto III</b> <i>Senate of the Philippines</i>  <b>Speaker Lord Allan Jay Velasco</b> <i>House of Representatives</i>  <b>Governor Dakila Carlo Cua</b> <i>President, Union of Local Authorities of the Philippines (ULAP)</i>	<b>Host (TBC):</b> <b>Ms. Antoinette Taus</b> <i>Founder, Planet CORA</i> <i>UNEP Ambassador of Goodwill</i>
7:55 AM - 8:00 AM	<b>Activity Overview</b>  <i>Host to provide rundown of segments and activities</i>	<b>Host (TBC):</b> <b>Ms. Antoinette Taus</b> <i>Founder, Planet CORA</i> <i>UNEP Ambassador of Goodwill</i>
<b>My Earth Day Pledge</b>		
8:15 AM - 8:30 AM	<b>My Earth Day Pledge</b>  <i>To play curated Earth Day pledges / testimonial videos from government, private sector, academe and civil society stakeholders</i>	<b>The Climate Reality Project Philippines</b>

<b>DepEd Activity for Earth Day 2021</b>		
8:30 AM - 10:00 AM	<b>Department of Education Activity for Earth Day 2021</b>  <i>To include pledges from Teachers and Students</i>	<b>Department of Education</b>
<b>Stories for a Better Normal</b>		
10:00 AM - 11:30 AM	<b>Special Episode: Perspectives from Legislators and Policy Makers (national and local)</b>  <i>(i) What is the policy objective in banning single-use plastics (SUPs)?</i>  <i>ii) What are the salient provisions of the most recent version of the bill in the House and Senate?</i>  <i>(iii) How will they phase out SUPs?</i>  <i>(iv) How will this affect the consumers? What alternatives are available</i>  <i>(v) How will the EPR scheme be implemented?</i>  <i>(vi) What are the challenges to effectively recycle and reuse plastics?</i>	<b>Host: Deputy Speaker Loren Legarda</b>  <b>Guests (TBC):</b> <ol style="list-style-type: none"> <li>1. House Speaker Lord Allan Jay Velasco</li> <li>2. Senator Pia Cayetano</li> <li>3. Cong. Edgar Chatto</li> <li>4. Cong. Jose Francisco Benitez</li> <li>5. Mayor Vico Sotto</li> <li>6. Mayor Noel Rosal</li> </ol>
<b>Videos from Partners</b>		
11:30 PM - 11:45 PM	<b>Pledges from the Local Chief Executives</b>	<i>Union of Local Authorities of the Philippines</i>
11:45 PM - 12:00 PM	<b>Climate Defenders</b> (with message from H.E. Amb. Daniel Pruce)	<i>British Embassy Manila</i>
12:00 PM - 1:00 PM	<b>Single-use Plastics Campaign</b>	<i>Break Free From Plastic PH</i>
<b>#WalangPlastikan Challenge</b>		
1:00 PM - 1:45 PM	<b>Video highlights featuring the efforts of citizens doing the #WalangPlastikan or #NoPlastic Challenge (tap influencers to support)</b>	
<b>My Earth Day Pledge</b>		

1:45 PM - 2:00 PM	<b>Pledges from the Business Sector and Civil Society</b>	
<b>Community Stories</b>		
2:00 PM - 3:00 PM	<b>Casual conversation (Talk show) showcasing business sector and civil society initiatives to help reduce single-use plastics</b> <ol style="list-style-type: none"> <li>1. <i>What are your current initiatives in helping reduce or eliminate the use of single-use plastics?</i></li> <li>2. <i>How can we prevent plastic pollution in our everyday lives?</i></li> <li>3. <i>How do we raise awareness on the dangerous effects of single-use plastics on people's health, environment, and the climate?</i></li> </ol>	<b>Host (TBC): Undersecretary Ruth Castello</b> <i>Department of Trade and Industry</i>  <b>Guests:</b> <ol style="list-style-type: none"> <li>1. <b>Coca-cola</b></li> <li>2. <b>Ayala Land, Inc.</b></li> <li>3. <b>SM Supermalls</b></li> <li>4. <b>Livelihood Project Beneficiaries of the Villar Foundation</b></li> <li>5. <b>Nestle</b></li> <li>6. <b>The Bamboo Company</b></li> <li>7. <b>Back to Basics Ecostore</b></li> <li>8. <b>Break Free From Plastic Philippines (Oceana Philippines)</b></li> <li>9. <b>Aboitiz Equity Ventures, Inc.</b></li> </ol>
<b>CLOSING SESSION</b>		
3:00 PM	<b>Closing Ceremonies</b>  <i>Message of unity and appreciation from the Climate Change Commission</i>	<b>Host : Ms. Antoinette Taus</b> <i>Founder, Planet CORA</i> <i>UNEP Ambassador of Goodwill</i>

- Official Partners: **Department of Finance, Office of Deputy Speaker Loren Legarda, House Committee on Climate Change, The Climate Reality Project Philippines, Union of Local Authorities of the Philippines**
- Other Partners:  
**GOVT- Department of Trade and Industry, Department of Education, Leagues of Cities of the Philippines / LGUs; Department of Environment and Natural Resources, Philippine Information Agency; Senate Committee on Climate Change, Senate Committee on Sustainable Development Goals,**  
**NON-GOVT - Break Free from Plastic PH; other CSOs**
  - Aired on CCC/DOF and CCAM-DRR Cluster Agencies Facebook pages
  - Target Media Partners: **CNN, GMA, PTV-4,**

# BACKGROUND

In line with this year's celebration of the 51st anniversary of Earth Day, various agencies and organizations from the public, private, and civil society sectors have partnered to feature initiatives that protect the planet and support the call for a healthier and more resilient planet.

This year's theme of "Restore Our Earth" underscores the need to address the global climate crisis and its resulting effects on our ecosystems, biodiversity, food and water, public health, and our industries and communities. The localized theme of "PINASiglang Mundo" will also highlight pending legislation and campaigns to ban single-use plastics (SUPs) to help address the country's growing problem on plastic pollution and its impacts on public health, ecosystems, and climate.

This guide serves to help craft Earth Day pledges from national and local leaders, policymakers, personalities, and stakeholders from various sectors to rally support and bolster the call for planetary protection and action from across all levels of the society.

These pledges will be featured in the Earth Day 2021 webcast and related events by the Climate Change Commission (CCC), The Climate Reality Project Philippines, and partner organizations.





The Climate  
Reality Project  
PHILIPPINES

# MESSAGE AND VIDEO GUIDE FOR EARTH DAY 2021 PLEDGES

“PINASIGLANG MUNDO”

#RestoreOurEarth  
#PINASiglangMundo  
#WalangPlastikan  
#PlasticFreePH  
#EarthDay2021  
#ClimateAction

# MESSAGE GUIDE

- Speak clearly and at a normal pace. You may deliver your message in English, Filipino, Taglish, or your local language.
- Try to keep your message within 30 seconds.
- Message format and examples:

- **Start with an introduction about yourself. You could mention your position and affiliation or organization.**

*“Hi, I’m Juan Dela Cruz, the Executive Director of the Earth Day Organization, where we help raise awareness and implement grassroots programs to protect Mother Earth.”*

*“Magandang araw, ako si Juan Dela Cruz, ang Executive Director ng Earth Day Organization na tumutulong mapalaganap ang importansiya sa pagkalinga para sa ating kapaligiran at buong planeta.”*

- **Share your Earth Day 2021 pledge. This can be a general or simple pledge or a specific one related to the “PINASiglang Mundo” theme. You could also mention ongoing or future initiatives, if possible.**

General / simple pledge:

*“I commit to a more sustainable Philippines and planet by avoiding single-use plastics, recycling other plastics to prevent them from harming our oceans and environment, and supporting efforts that would revitalize the health of our ecosystems and natural resources.”*

*“Tumataya ako sa mas PINASiglang Pilipinas at mundo. Susubukin kong hindi na gumamit ng single-use plastics, magre-recycle ng iba pang plastic products, at susuporta sa mga inisyatibo na poprotekta sa ating kapaligiran at mga likas na yaman.”*

For national government agencies:

*“We in [DEPARTMENT/AGENCY] are your partner in helping restore our country and the planet from our growing challenges due to plastic pollution, environmental degradation, and climate change. We commit to integrating principles of sustainability and resilience as we carry out our mandate for the Filipino people. As our country recovers from this pandemic, we recognize further the importance of building back better to improve the quality of life of our people, our planet Earth, and our future.”*

*“Kami po sa [DEPARTMENT/AGENCY] ay may mga proyekto at programa, tulad ng [PROJECT A, B, and C], na tumutulong para sa pagprotekta at pag-rehabilitate ng ating ecosystems at buong kapaligiran. Layon namin*

# MESSAGE GUIDE

*na paigtingin pa lalo ang aming inisyatibo para sa seguridad ng ating kababayan sa gitna nitong malawakang krisis sa COVID-19 at climate change.”*

For local government units:

*“Our locality has issued an ordinance that would regulate the use of single-use plastics. We have encouraged our citizens to use bayongs, eco-bags, and paper bags, as well as to bring their own food containers, when going to public markets and groceries. We commit to ensuring that no single-use plastic ends up in our seas or clogging up our waterways. We support and pledge for a healthier and more sustainable Philippines and planet!”*

*“Kami sa [LOCALITY] ay sumusuporta sa agarang aksyon para sa ating kapiligiran, mundo at sa lahat ng nabubuhay dito. Ako at ang aming lungsod ay tumataya para sa mas PINASiglang Mundo at kinabukasan nating lahat.”*

For civil society organizations (such as environmental and climate organizations, women and children’s groups, and advocacy groups):

*“Our organization commits to strengthening our partnerships with communities in our fight against plastic pollution, environmental degradation, and climate change. We hope to share more stories, experiences, and best practices and to bring them at the national level, so our leaders, other cities, local governments, and communities could study and see how these can be adopted or replicated in their own localities.”*

*“Naging positibo ang aming karanasan sa komunidad ng San Rafael, kung saan nag-conduct kami ng clean-up drives at educational campaigns tungkol sa epekto ng plastic sa ating karagatan at kapaligiran, maging sa ating klima. Ngayon, with support from the local government unit at iba pang partners, nakapagtaguyod na sila ng mga recovery, recycling, at upcycling facilities na naging kabuhayan na rin ng ibang miyembro. Layon namin na palawakin pa ang mga komunidad na maaari namin matulungan para sa mas sustainable na pamumuhay.”*

From the private sector (corporations, businesses, and industries) and social enterprises:

*“We are aware of how much our company is affecting our environment, and we really are striving to minimize these impacts by supporting more environment-friendly packaging in our products, advancing research on more sustainable tools and technologies, and integrating sustainability in our business operations. We commit to helping ensure that our country and planet is healthier and more resilient in the crucial years ahead of us.”*

# MESSAGE GUIDE

*“Nagsimula na kami ng gumamit ng mas environment-friendly packaging sa aming produkto at i-avoid ang single-use plastics as much as possible. Patuloy din po kami sa pag-research and pag-implement ng mas sustainable na teknolohiya at approaches sa aming operasyon. Nakikiisa kami sa panawagan para sa mas masigla at mas matatag na bansa at planeta.”*

From the academic community:

*“We recognize the need of constantly studying and researching scientific advancements and finding viable solutions that could really help our country and the planet to address our issues on plastic pollution, environmental degradation, and climate change. I pledge to utilize science and expertise on my field to support our goals for a healthier and more sustainable country and planet.”*

*“Bilang guro, layunin ko ang ituro sa ating kabataan ang wastong pamamaraan ng pakikitungo sa kapwa at sa ating kapaligiran. Sa aming paaralan, itinuturo namin sa aming mga estudyante ang tamang pagtaon ng basura at ang importansya ng pag-segregate at pag-recycle. Layon namin na palawigin pa ang partisipasyon ng kabataan sa paglinis ng ating pamayanan at pagprotekta sa ating kapaligiran.”*

From the youth:

*“The youth have a much higher stake in saving our planet Earth, our common home. It will be massive problem for us and future generations if we do not address our problems on plastics, environmental health, and climate change now. I pledge to continue supporting the call for more effective policies and measures, as well as being part and taking initiative in this movement towards sustainability and resilience.”*

*“Kaming kabataan ay nakikiisa sa malawakang panawagan para sa pagkalinga at pagprotekta ng ating planeta. Hindi basurahan ang ating mga ilog, dagat, at kapaligiran para basta-basta lang tapunan ng plastik at kung anu-ano pa. Kung hindi natin lulunasan ngayon, lalo pa itong lalala. Kailangan ng mas agarang aksyon para sa mas masigla at mas matatag na bansa at planeta.”*

From TV, film, music, and social media personalities:

*“I commit to using my voice and my platform to help spread awareness and spur actions that would save our country and planet from our growing problems on plastic, environmental degradation, and climate change. I pledge to work with our communities, leaders, and sectors to usher the needed transformation for a more sustainable and resilient country and planet.”*

# MESSAGE GUIDE

*“Ako’y nakikiisa sa panawagan para sa mas masigla at mas matatag ng Pilipinas at planeta. Hindi na biro ang lumalalang problema natin sa plastik, pagkasira ng ating kapaligiran, at krisis sa klima. Ako’y nangangako na ako’y makikipagtulungan sa ating komunidad, mga lider, at sektor para sa maisakatuparan ang ating hangarin para sa planeta at mga susunod na henerasyon.”*

- **Encourage others to commit to saving the planet.**

*“We are the cause of these problems, and we too shall resolve them. We all have a role to play in addressing these issues and preventing any more problems that could harm our people, environment, and planet.”*

*“Tayo ang puminsala, tayo rin ang lulunas. Ako’y naniniwala na kaya nating malunasan ang ating sakit sa single-use plastics at iwasto ang ating pakikitungo sa ating kapaligiran. Lahat tayo ay may responsibilidad sa pagprotekta sa ating planeta.”*

- **End by delivering the Earth Day tagline.**

*“Together, let’s restore our Earth. Sama-sama, walang plastikan, tungo sa plastic-free Philippines at mas PINASiglang Mundo!”*



# VIDEO GUIDE

- Record the video preferably with your smartphone for better resolution. You may also record through your laptop, webcam device, or a digital meeting platform such as Zoom.
- Please wear your green pin if you have yours already.
- Outfit: Wear a solid colored top preferably contrasting the color of your background. Avoid wearing tops with busy prints.
- Background: Ideally a clean or not busy background. Backgrounds with nature or greenery elements are also preferred.
- Camera should be eye-level. Make sure that you are at arm's length from the camera.
- Video frame size/ratio should be 16:9. If you are using Zoom on your laptop, the default size should be 16:9. If you're using your phone to record, you can set the ratio to 16:9
- Sample video framing/screenshot for reference:



- High-resolution
  - Landscape orientation
  - Centered medium shot / half-body
  - Wide left and right space
  - Proper head room/space between the top edge of the frame and the subject's head
- When recording, remember to project your voice clearly and properly. Observe proper pauses.
  - Here are some sample videos that you may use as a peg or guide:
    - <https://www.facebook.com/unicefphilippines/videos/570059827130155>
    - <https://www.facebook.com/102248760571/videos/911163423069829>