



REPUBLIC OF THE PHILIPPINES  
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS  
Maraloc Avenue, Pasig City

OFFICE OF THE SECRETARY

March 21, 1997

DECS MEMORANDUM  
No. 105. s. 1997

NATIONAL SEARCH FOR THE YOUTH EARTHDAY AMBASSADORS

To: Regional Directors  
Schools Superintendents

1. The National Search for the Youth Earthday Ambassadors for the 1997 International Earthday Summit will be held in Marikina Riverbanks Center, Marikina City on April 19-22.
2. The objectives of the search are to: a) broaden the access of deserving and qualified youth to environmental education opportunities in the nonformal setting; b) undertake international cooperation and action to conserve and protect the environment mobilizing the youth in modelling effective communication arts approaches; c) demonstrate a practical implementation of the UN Youth Platform of Action; and d) harness youth power in addressing poverty and pollution.
3. The main activity of the Summit is the national search for Youth of Earthday Ambassador (YEDA) and Indigenous Youth Earthday Ambassador (IYEDA) who will then compete in the United Nations Environment Programme (UNEP) Global 500 Award. The National Youth Commission (NYC) is coordinating this special feature with the assistance of DECS, CHED, DENR, DILG AND LGUs.
4. Inclosed is a copy of the mechanics of selection for the national search.
5. Immediate dissemination of this Memorandum to all concerned is desired.

  
RICARDO T. GLORA  
Secretary

Incl.: As stated  
Reference: None  
Allotment: 1-2--(M.O. 1-87)  
To be indicated in the Perpetual Index  
under the following subjects:

CONFERENCES

SEARCH

STUDENTS

International Earth Day Summit

April 19 to 22, 1997

Marikina Riverbanks Center

Marikina City

**NATIONAL SEARCH FOR YOUTH EARTH DAY AMBASSADOR (YEDA) AND  
INDIGENOUS YOUTH EARTH DAY AMBASSADOR (IYEDA)**

**OBJECTIVES:**

1. Broaden the access of deserving and qualified youth to effective environmental education opportunities in the non-formal setting and train leader for population management that promotes the people's health and welfare in balance with the judicious and equitable use of natural resources.
2. To undertake international cooperation and action to conserve and protect the environment, globally and locally by harnessing and mobilizing youth and women power modelling effective communication arts approaches and action plans to address climate change, pollution of the marine environment, deforestation and loss of biocultural diversity, garbage and toxic waste.
3. To demonstrate a practical implementation of the UN Youth Platform of Action as per UN General Assembly Resolution and approved UNESCO General Conference Resolution.
4. Geared to harness youth power in the battle against poverty and pollution.

**METHODOLOGY** ( shall apply to both YEDA and IYEDA unless otherwise stated):

**A. MANNER OF APPLICATION:** Open application

**B. REPRESENTATION**

**Category A (YEDA):** 1. Each province and HUC will have the opportunity to be represented as well as each municipality and city in NCR.

**Category B (IYEDA):** 2. Fifty Indigenous Youth Earth Day Ambassadors (IYEDAs) will be selected to represent Luzon (20), Visayas (10) and Mindanao (20).

Provincial	77 (all provinces)
Major Cities	18 (Santiago, Angeles, Olongapo, Lucena, Naga, Bacolod, Iloilo, Cebu, Mandaue, Ormoc, Zamboanga, Cagayan De Oro, Davao, Gen. Santos Iligan, Cotabato, Butuan, Baguio)
NCR	17 (one for each city and municipality in NCR)
Indigenous	50 (20 for Luzon, 10 for Visayas and 20 for Mindanao)
<b>TOTAL</b>	<b>162</b>

**C. COMPOSITION AND FUNCTIONS OF THE SCREENING COMMITTEES**

- Category A:**
1. Department of the Interior and Local Government (DILG) PLGOO/CLGOO
    - disseminate information regarding the search to local youth and LGUs
    - collect all applications
    - shall chair the Local Screening Committee
    - forward to the NOC, through the NYC, the names of provincial/city winners
  2. Department of Environment and Natural Resources (DENR) PENRO/CENRO
    - disseminate information regarding the search to youth environmental groups
    - act as a member of the Screening Committee
    - verify environmental involvement/participation of applicants
  3. Department of Education, Culture and Sports (DECS) Prov. Sup/City Sup.
    - disseminate information regarding the search to students
    - act as a member of the Screening Committee
  4. Local Government Units (LGUs)
    - disseminate information regarding the search to their youth constituents
    - act as a member of the local Screening Committees
    - sponsor the transportation expenses to Manila of their provincial/city winner
- Category B:**
1. Office for Northern Cultural Communities (ONCC)
  2. Office for Southern Cultural Communities (OSCC)
  3. Office on Muslim Affairs (OMA)

\* Each tribal office shall constitute their respective screening committees which shall select their finalists.

**D. QUALIFICATIONS OF AMBASSADORS**

1. Male or female, 15 to 25 years old
  2. Can travel without a chaperone
  3. Can shoulder own transportation or tap LGU sponsorship
  4. Student or exceptional out-of-school youth group effort represented by its leader.
  5. Has been an active leader in youth environmental projects in his locality. The group or individual project must be outstanding for its contribution to rehabilitation, conservation, protection of and advocacy for the environment such as revival of dying water bodies, re-greening, clean-up efforts that mitigate climate change and fora.
  6. Must be able to effectively communicate his/her concern through any arts or media discipline such as painting, music, dance, poetry, acting piece, photo exhibit, video clips, audio tape or any other performance art rooted in native cultural traditions.
- \* additional requirement for IYEDA: a tribal youth member with not less than 50% sanguinity;

**E. REQUIREMENTS FOR APPLICATION**

1. Accomplished application form in triplicate with 1 piece 2x2 passport photo
2. A photo copy of the birth certificate or passport
3. A certificate from the Punong Baranggay that the applicant has been and/or is currently actively involved in environmental programs of the community.

**F. GENERAL SELECTION GUIDE/CRITERIA**

1. The Screening Committee is given authority and discretion to select the provincial or city representative consistent with the following general guidelines:
  - 1.1. The relative qualifications shall be assessed based on paper qualifications assessment and/or interview of the applicants on the following dimensions:
    - a. *Involvement in Environmental Programs.* In assessing the involvement of the applicant in environmental programs, the following shall be considered:
      - a.1. Officership/membership in any environmental organization
      - a.2. Participation in/initiation/completion of an environmental program in his/her respective communityNote: may be verified by the DENR PENRO/CENRO
    - a.3. Familiarity with current environmental issues
  - b. *Artistic Talent.* Refers to the ability of the applicant to express his/her concern for the environment through any artistic medium including, but not limited to, tribal dance, tribal music, playing of a musical instrument, declamation, oration, piece singing, poetry/short story/song writing, photography, sculpture, painting, theater.
  - c. *Leadership Qualities.* In assessing the leadership qualities of the applicant, the following shall be considered:
    - c.1. Position of the applicant in his/her organization
    - c.2. Clarity and Logic. This is the ability to express ideas in a clear and understandable manner that will generate action. There is organization, coherence and logic in the presentation of his/her ideas.
    - c.3. Motivation. This is the ability of the applicant to project energy and exuberance that will motivate others to action
    - c.4. Tenacity of character. This refers to the ability of the applicant to face conflict and handle organizational pressure
  - d. *Personal Qualifications.* This refers to the honors, awards, commendations, scholarships, trainings and other relevant achievements of the applicant.
2. The following shall be used as **rating weights**:

2.1 Involvement in Environmental Programs/Concerns	----- 40%
2.2 Artistic Talent (s)	----- 25%
2.3 Leadership Qualities	----- 20%
2.4 Personal Qualifications	-----15%

**G. SELECTED REPRESENTATIVES MUST BRING THE FOLLOWING:**

1. own instrument and paraphernalia for cultural/artistic performance.
  2. proof of environmental work (photos, videos, etc. )
  3. written consent from parents
- \* for IYEDAs: complete tribal attire and accessories

#### H. AMENITIES:

1. Transportation of YEDA winners will be sponsored by their Local Government Unit; while that of the IYEDAs, by their respective tribal office (OSCC/ONCC/OMA).
2. Food and accommodation from April 19 to 22 in Marikina will be provided for by the host City.
3. Winners will automatically qualify as participants to the NYC sponsored *Pre-Earth Day Environmental Congress from April 17 to 18 , also at the Marikina Riverbanks Center.*
4. Representatives will have the chance to compete with young people from other countries during the International Summit and be chosen as "*International Youth Earth Day Ambassador*" or "*Indigenous Youth Earth Day Ambassador*"

#### I. TIMETABLE:

*February 20 to March 30 <u>Deadline: March 30</u>	Submission of applications to DILG provincial/city offices for YEDA and to OSCC/ONCC/OMA for IYEDA
*April 01 to 10	Selection and indorsement of YEDA winners by DILG and IYEDA winners by the tribal offices.
* <u>April 16</u>	Arrival of IYEDAs and provincial/city YEDAs in Marikina Riverbanks Ctr., Marikina City Metro Manila
*April 17 to 18	NYC sponsored pre-Earth Day Environmental Congress
*April 19	National selection of the Philippine Earth Day Ambassador
*April 20 to 22	International Earth Day Summit

#### J. NATIONAL YOUTH SEARCH COMMITTEE:

- \* National Youth Commission (NYC)
- \* Department of the Interior and Local Government (DILG) - Co-chair, application and selection
- \* Local Government Units (LGUs) - sponsorship of the transportation expenses of their provincial/city representative; project promotion to local youth organizations, screening committee member
- \* Department of Environment and Natural Resources (DENR) - project promotion to environmental youth orgs, screening committee member
- \* Commission on Higher Education - project promotion to tertiary schools
- \* Department of Education, Culture and Sports - project promotion to students and schools, screening committee member
- \* Office for Northern Cultural Communities, Office for Southern Cultural Communities, Office for Muslim Affairs (ONCC/OSCC/OMA) - application and selection of their IYEDA finalists and sponsorship of the transportation expenses; promotion of the project to tribal youth.

**INTERNATIONAL EARTH DAY SYNDROME**  
 April 17 to 22, Marikina Riverbanks Center, Marikina City

category of applicant:  
 \_\_\_\_\_ provincial, \_\_\_\_\_  
 \_\_\_\_\_ city, \_\_\_\_\_  
 \_\_\_\_\_ indigenous, \_\_\_\_\_

**NATIONAL SEARCH FOR THE YOUTH EARTH DAY AMBASSADOR  
 AND INDIGENOUS YOUTH EARTH DAY AMBASSADOR**  
 Application Form\*

paste 2x2 photo here

**1. Personal Information**

**NAME:** \_\_\_\_\_  
 Last First MI

**COMPLETE MAILING ADDRESS:** \_\_\_\_\_  
 \_\_\_\_\_

**CONTACT PHONE NO:** \_\_\_\_\_

**DATE OF BIRTH:** \_\_\_\_\_ **AGE:** \_\_\_\_\_

**2. Organizational Affiliations**

Name of Organization	Position

**3. Involvement in Environmental Rehabilitation/Protection and/or Advocacy**

Date	Description

**4. Educational Background**

Years Attended	School	Highest Level Attained	Awards

**5. Article submission:** \_\_\_\_\_

I attest, upon my honor, that all statements I have made in this form are true and correct.

\_\_\_\_\_  
 Signature Date

\* Please use additional sheets if necessary. Attachments: photocopy of Birth Certificate and Certification of environmental participation/involvement from Punong Baranggay.  
 \* Submit together with the attachments to the Provincial/City Local Government Operations Officer (PLGO) of the DILG for the YEDA category and to OSCC/ONCC/OMA for the IYEDA.