



Republic of the Philippines
Department of Education

DepEd Complex, Meralco Avenue, Pasig City



DepEd MEMORANDUM

FEB 18 2010

No. **65**, s. 2010

EARTH DAY 2010 CELEBRATION

To: Undersecretaries
Assistant Secretaries
Bureau Directors
Directors of Services/Centers and Heads of Units
Regional Directors
Schools Division/City Superintendents
Heads, Public and Private Elementary and Secondary Schools
All Others Concerned

1. The 40th year celebration of Earth Day on April 22, 2010 will be jointly sponsored by the Earth Day Network Philippines and this Department. This year's theme is *Hamon ng Panahon: Climate Change, Sampung (10) Milyung Solusyon (Kilos na! Ngayon na!)*. Learners should begin to realize that the crisis of water depletion and contamination, air pollution and land degradation is the accumulated effect of the misuse and abuse of one's life-sources. Symbolic of these are the on-going consequences of climate change (e.g. increasing rainfall, sea level rise, rising temperature and more extreme weather) that threaten the existence and future of mankind.

2. The objectives of this year's celebration are to:

- a. instill in the learners that everyone must assume responsibility for the adverse impacts on the environment of each one's actions. This can be done by committing oneself to simple personal doable green acts (please see Enclosure No. 1 for suggestions on what each individual can do and Enclosure No. 2 on what schools can do);
- b. understand that the environment is not about the birds, the trees and the bees; rather, it is about sustaining life itself, and its sources – *Lupa, Araw, Hangin at Tubig (LAHAT)*; and
- c. sign up to commit to effect personal behavioral changes and be part of The 10 Million Movement for the Environment (Every School Head shall consolidate the commitment of the teachers, students and parents by filling up the enclosed form – Enclosure No. 3).

3. The commitments from both public and private schools shall be submitted to the Schools Division/City Superintendents on or before March 30, 2010. School Heads are also requested to include a Report on the School Inside a Garden (SIGA) per DECS Memorandum No. 77, s. 1995 and on Community Service Component of Citizenship Advancement Training (CAT) per DepEd Order No. 50, s. 2005 particularly on addressing environmental concerns. CAT is a requirement for graduation for fourth year high school students in both public and private schools. The commitments and reports from the Schools Division Superintendent (SDS) shall be sent to:

Hon. Antonio A. Innocentes
Undersecretary for Teachers' Welfare, Department of Education
DepEd Complex, Meralco Avenue, Pasig City



4. In cooperation with the Earth Day Network Inc., a poster-making contest related to the theme shall be conducted nationwide both for private and public schools, secondary level (Enclosure No. 4).
5. A culminating program shall be held at the Bulwagan ng Karunungan in the form of a symposium featuring special numbers depicting the theme. This will be participated by student/teacher leaders and selected Education Supervisors and Master Teachers (a separate Memorandum shall be issued).
6. Immediate dissemination of this Memorandum is desired.



JESLI A. LAPUS
Secretary

Encls.:

As stated

Reference:

DepED Memorandum: No. 123, s. 2006

Allotment: 1- -(D.O. 50-97)

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

CAMPAIGN
CELEBRATIONS & FESTIVALS
ENVIRONMENTAL EDUCATION
SCHOOLS
STUDENTS
TEACHERS

R-Maricar/DM-Earth Day
02-09-10

The 10 Million Movement



Be one with us in campaigning for Mother Earth! Let us make a stand for the integrity of creation by joining the 10 Million Movement. Let us also ask, encourage and inspire our family members, relatives, friends, classmates, neighbors, officemates,

acquaintances to do the same and become a critical mass of individuals championing the environment.

Change Begins Within Us! Understanding that the Environment is not about the birds and the bees; rather, it is nothing less than about Life itself, and the Sources of Life: Lupa, Araw, Hangin at Tubig (LAHAT). "Ang L.A.H.A.T. ng bagay ay magakaugnay!"

People should begin to realize that the crisis of water depletion and contamination, air pollution and land degradation is the **accumulated effect of or misuse and abuse of these Life-Sources**. Symptomatic of this are the ongoing climate changes that threaten the existence and future of human life.

Who may Enlist? Any Filipino who will commit to effect personal behavioral change such as, but not limited to:

- reducing one's use of energy by switching off lights when not in use or changing light bulbs to low wattage ones.
- reducing material consumption to avoid wastage
- managing one's wastes properly by reusing, reducing and recycling
- segregating biodegradable, recyclable and residual waste
- promoting and patronizing collective and non-pollutive modes of transport
- planting trees vegetables and other plants whenever possible
- actively advocating to make Environment a top priority agenda of our Country
- electing only leaders who recognize and understand that "Environmental Security is the highest form of National Security"

How to Enlist?

I. Through paper registration:

- Please refer to Annex I. You may opt to change the form by adding your logos and by expanding the choices. We only request that the basic information remains such as Name, Location and Contact Information for verification purposes. We request that the forms be submitted **on or before the last week of March** to:

Earth Day Network Philippines, Inc.
National Ecology Center, East Ave.,
Brgy. Central, Diliman, Quezon City 1101 Philippines
Telefax: (02) 332-6030
Email: secretariat@earthdayphils.org

II. Through the web:

- One may also register and be counted through the worldwide web by logging on to www.10mmovement.ning.com; or

III. Through text:

- You may also register by texting *GREEN (space) REG (space) first name (slash) middle initial (slash) last name (slash) 10mm* and send to 5777 (Example: **GREEN REG Juan/C/De la Cruz/10MM**)

Year 2010: International Year on Biodiversity

The United Nations proclaimed 2010 to be the International Year of Biodiversity, and people all over the world are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss. It is, therefore, encouraged that you take into consideration the same in planning for events on Earth Day.

You are an integral part of nature; your fate is tightly linked with biodiversity, the huge variety of other animals and plants, the places they live and their surrounding environments, all over the world.



You rely on this diversity of life to provide you with the food, fuel, medicine and other essentials you simply cannot live without. Yet this rich diversity is being lost at a greatly accelerated rate because of human activities. This impoverishes us all and weakens the ability of the living systems, on which we depend, to resist growing threats such as climate change.

The International Year of Biodiversity is a unique opportunity to increase understanding of the vital role that biodiversity plays in sustaining life on Earth. On the pages of this website, you will be able to find out a bit more about the International Year of Biodiversity.

Visit the pages to find out more: www.cbd.int/2010/welcome/

The important role biodiversity plays in our lives and what is happening to it.
What people are doing around the world to combat biodiversity loss
How people are celebrating the International Year of Biodiversity
Some of the resources available to you in your celebrations

Take Action in 2010 and beyond, because
Biodiversity is life
Biodiversity is our life

Make a difference

We encourage all organizations, communities, churches, government agencies and companies to celebrate Earth Day. It is now widely celebrated around the world as a collective expression of public will to create a sustainable society.

Earth Day activities educate and mobilize people worldwide to protect and appreciate the environment, rekindling public commitment and involvement in this endeavor across all social sectors. Involve your citizen groups, local governments, businesses, neighborhoods, schools, college campuses, and faith-based groups. Individual and collective choices that reflect environmental values and broaden public support result in sweeping changes.

Earth Day helps expand and strengthen networks of community groups. As an annual event bringing people together, Earth Day events inspire changes that bring ongoing benefits to the community.

Together, we are stronger

The strength of Earth Day is the diversity of people participating from different communities worldwide. In our experience, the best events are those in which organizers team up with others and take input from all players involved.

Don't try to organize your event alone—that is the direct route to burnout. Instead, encourage others to take leadership roles and delegate activities. Share the excitement and fun with others and you will create an Earth Day event where the enthusiasm is contagious. That is why we are called a *network!*

To show our solidarity with the rest of the Network, we encourage everyone to use the Earth Day 2010 logo which can be downloaded from EDNPI's website, www.earthdayphils.org, or you may request a high resolution jpeg copy from the Secretariat by emailing them at secretariat@earthdayphils.org.

Register your Events

Every year, over one hundred events are registered with the National Registry of Events for Earth Day. As a member-partner for Mother Earth, we are excited to know what you are doing on Earth Day.

Enlist your Earth Day 2010 event now by emailing the following details to secretariat@earthdayphils.org attention "Executive Director".

Event/Project Name:
Focus Area:
No. of Expected Beneficiaries: (if there are any)
Date & Venue:
Partners/Stakeholders:
Brief Description of the Event/Project:

Once received, EDNP Secretariat will respond to you confirming the same. Your event will then be included in the [National Events Registry](#) posted on the website.

Register or Update your Membership

We invite you and your networks to join the ranks of NGO's, PO's, Businesses, Churches and Academic Institutions to become part of Earth Day Network Philippines. Kindly fill-up the EDNP Membership Form (**Please refer to Annex II**) and email the same to secretariat@earthdayphils.org.

Once received, the Executive Director will respond with an official letter and a Certificate of Membership. Your organization's name will, thereafter, be enrolled onto the roster of members of Earth Day Network Philippines.

There are no fees or charges to become a member, the only qualification is that your organization or company commits to conserve, protect and restore the environment in the areas you are operating or in other priority areas.

Share with us

Starting this year 2010, EDNPI will be releasing a quarterly E-newsletter. We, therefore, request that you share with us your organization's successes and advocacies. Please include images and pictures depicting the project or activity. Any projects, activities that you are pursuing for Mother Earth need to be shared with the rest with the Network.

The E-newsletter will be published every April for the first quarter, July for the second quarter, October for the third quarter and January of the following year for the last quarter. Please email any write-up to the Executive Director through EDNPI's email secretariat@earthdayphils.org.

SUCCESS STORIES

What happened last year?

For Earth Day 2009, hundreds of thousands of Filipinos attended events under the theme, *"Tubig at Lupa Buhehin, Hangin Linisin, Batas Tugarin"*. More than 150 events registered nationwide and many more have championed the cause of Mother Earth.

It generated calls to legislators and governments demanding a moratorium on coal, investment in renewable energy, building efficiency, and measures to protect the poor and the middle class from unfairly bearing the cost of solving the climate crisis.

It brought about different events from environmental action such as clean-ups and tree-planting to cultural and even faith-based events.



Here are some of the events of Earth Day 2009.

The Earth Day 2009 Main Event is the National Partnership Event between Earth Day Network Philippines and the Department of Environment & Natural Resources (DENR). The venue of the Main Event was the Concert Venue of SM Mall of Asia in Pasay City. The

highlight of the event was the annual State of the Philippine Environment Address of the DENR Sec. Jose Atienza, Jr. The event also had a children's environmental fair spearheaded by the Environmental Management Bureau of the DENR and supported by the Haribon Foundation, ResToeRun and USAid to name a few. The event was specially made memorable to the children by the appearance of ABS-CBN's Matanglawin, Kuya Kim Atienza, who brought with him animals to show the children.

The Firefly Brigade took their bikes to the streets once again to call on the implementation of the Clean Air Act as well as to advocate for the switch to using alternative modes of transportation.



The Sagip Pasig Movement once again held the Annual Pasig River Fluvial Parade. Together its members and partners and sailed through the Pasig River to call attention to the state of the said river due to neglect.

Celebrating Earth Day 2010

Over the years, through our own experience and through the sharing of our partners and members, we have gathered insights and ways to make our Earth Day events successful. Moreover, list here below are some ways to help us connect with each other, so please consider the following tips in planning your Earth Day event.

Again please do remember that the events do not have to be on Earth Day itself since we include in our National Events Registry pre- and post Earth Day events.

1. Explore ideas for the event

Begin by exploring what is already being planned in your community. Others may have already done the legwork and you might not want to compete with other events!

- Check our website at www.earthdayphils.org particularly the National Events Registry to see what events have been planned in your area.
- Contact possible partners such as community service organizations, environmental groups, and schools to see if they already have a plan. If there is no plan, organize a kick-off meeting with the above groups to get your event started! Use the meeting to pull together a steering committee and outline what you want out of the Earth Day event.

2. Consider mission and message

Our goal this year is to gather 10 million commitments for Mother Earth guided by the theme "Hamon ng Panahon: Climate Change, 10 Milyung Solusyon (Kilos na! Ngayon na!)". **Join us in gathering the 10 million commitments by April 22 and let us unite to stand for the environment.**

Should you decide on a more localized theme or goal, state your message clearly so it cannot be distorted. Also, repeat your message at every opportunity, because while you may get tired of relaying the message, others will be hearing it for the first time!

To show our solidarity with the rest of the Network, we encourage everyone to use the Earth Day 2010 logo which can be downloaded from EDNPI's website, www.earthdayphils.org, or you may request a high resolution jpeg copy from the Secretariat by emailing them at secretariat@earthdayphils.org.

3. Connect & Network

As a partner for Mother Earth, we are excited to know what you are doing on Earth Day. Register your event with Earth Day Network Philippines Secretariat by emailing to secretariat@earthdayphils.org the following details:

Event/Project Name:
Focus Area:
No. of Expected Beneficiaries: (if there are any)
Date & Venue:
Partners/Stakeholders:
Brief Description of the Event/Project:

Once received, EDNP Secretariat will respond to you confirming the same. Your event will then be included in the National Events Registry posted on the website.

4. Create an organizational structure

If you choose to team up with other organizers for your event, consider forming committees to oversee basic functions. Committees might cover the following areas:

- Project/event planning – arranging for location, facilities, overall management of event.
- Fundraising – soliciting monetary and in-kind donations.
- Outreach – creating materials, engaging media and community.

5. Develop a strategy

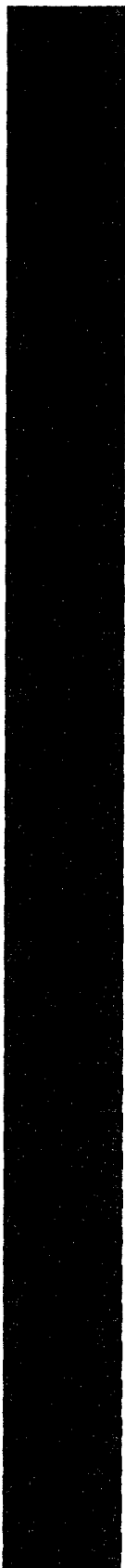
Identify your goals and objectives for the event. How will you achieve them? Will you rely on volunteers or will you hire staff? Which members of the community have a vested interest in your event? Will your campaign make extensive use of paid media or will you try to generate free media by creating local interest? Will your strategy involve forming a new coalition? There are many ways to craft your strategy. Pull together your steering committee and choose an action plan that is best for you.

6. Improve communication and build capacity

- Create a contact list with the names, numbers and email addresses of your staff and volunteers. Make this into a database where you can sort the list by committee or involvement to find people useful to particular needs.
- Create a list serve and telephone tree to reach key members of your team quickly.
- Develop a website that is appropriate to your target audience. Make it informative, interactive and fun. There are a number of free web hosts available and it is likely that one of your volunteers will know at least basic web design.
- Offer up-to-date, relevant resources that will make people want to visit your site more than once. Set up an email account where visitors can communicate with you, and don't forget to answer their emails!
- Take advantage of all the free tools at your reach. Use the power of social networks and video sites like Facebook, MySpace, You Tube, or to interact with your own group, communicate with different organizers

around the world, and spread the word about your event.

If there is a particular issue concerning your community, be the leader that unites community members to address the problem!



EARTH DAY 2010

Hamon ng Panahon:
CLIMATE CHANGE
10 Milyong Solusyon
(Kilos na! Ngayon na!)

WAYS TO MAKE YOUR SCHOOLS ENVIRONMENT FRIENDLY

1. **Develop environmental policies for the school such as:**
 - Stop using paper cups and styrofoam cups in the canteen. Use washable plastic glasses instead.
 - Minimize the use of paper. Use scratch paper for all internal communications. Only use clean paper for external communications.
 - Do not allow idling of vehicles while parked or waiting inside the campus.
 - Ensure that all school-owned or -leased vehicles are properly maintained and meet emission standards.
 - Do not allow smoke belching vehicles, including tricycles, into the campus.

2. **Adopt energy conservation measures such as:**
 - Change all incandescent bulbs to compact fluorescent lamps (CFLs) which consume 73% less electricity and last 13 x longer; you can join the SWITCH project of the Department of Energy to get a free CFL for every incandescent bulb turned over.
 - Better yet, shift to light emitting diodes (LEDs) which are more energy efficient.
 - Open the windows to allow sunlight and air to enter the rooms. This will reduce the need for electric fans or air conditioners.
 - Turn off air conditioners one hour before end of school. The room will remain cool.
 - Turn on the lights only when needed.
 - Turn off the lights when no one is in the room.
 - Unplug all computers, printers and other electrical appliances when not in use.
 - Buy energy efficient appliances for the school.

3. **Adopt water conservation measures such as:**
 - Make sure there are no leaking faucets and toilets;
 - Ensure no leaking hoses;

- When installing new toilets, buy those with dual flush which use less water for flushing urine.
 - Teach everyone to close the faucet while soaping their hands and open it only when washing.
 - Teach everyone to put water in a glass when brushing their teeth rather than allowing the water to continuously flow.
 - If you have a garden, water the plants early in the morning or late in the afternoon. This will minimize evaporation.
4. **If possible, put in rain water harvesting using gutters and storage tanks. Use this water to clean the rooms, the floors, flush the toilets and water the plants. This will provide substantial savings for the school.**
 5. **To minimize waste generation, encourage students, faculty and administrative staff to bring their own mugs/glasses to school.**
 6. **Implement a paper and/or bottle, aluminum can recycling project. Teach everyone not to throw these materials. Encourage students to bring old newspapers, magazines and other used paper to school. Monitor performance and regularly announce it to all through the billboards within the school and during flag ceremonies.**
 7. **Properly manage your solid waste:**
 - Undertake an orientation on ecowaste management for all the students, faculty and administrative staff.
 - Then, implement ecological solid waste waste management in the campus. Require everyone to segregate the waste at source into biodegradables (left over food, etc) , non-biodegradables that can be recycled or reused and the non-biodegradable waste that cannot be sold which become your residual waste.
 - Compost the biodegradable waste and use the compost as soil conditioner for the plants and garden within the campus. Give away or sell excess compost.
 - Sell the recyclables to nearby junk dealers.
 - Coordinate with your local government or with some environmental NGOs for the processing and/or safe disposal of the residual waste.
 - Do not burn your waste, even garden waste. This will release carbon dioxide into the air and contribute to global warming. Compost the garden waste together with other biodegradable waste. Better yet, do vermicomposting.
 8. **If there is space within the school, establish a vegetable garden or a herbal garden. Use the compost for these gardens.**
 9. **Better yet, implement the Ecosavers Program, similar to what Marikina City has implemented for all schools in the city.**
 - (This program is one of the winners of the Galing Pook search as a best practice of local government.) All students, faculty and administrative staff are given a passbook and are encouraged to bring all recyclable materials to school at a designated day for the different schools. These are then weighed and given points. All the participants earn points throughout the year. They

can redeem these points for school supplies and other items around Christmas and also just before school ends in March. The student/faculty/administrative staff or class that earns the most points is recognized and gets an award.

- Arrangements with buyers of the recyclables have to be made so they can pick up and buy the recyclables from the schools. This is best done in coordination with the concerned local government unit. The mechanics and the guidelines which Marikina City has adopted can serve as reference for schools that want to implement this. Look for it in their website or call their Waste Management Office at 9481204.
10. **Use organic and biodegradable soaps, detergents, other cleaning materials, insecticides and pesticides.**
 11. **Ensure the physical cleanliness of the school premises.**
 - Set aside regular clean up days either weekly, every two weeks or once a month when the students and faculty will be involved. You can rotate this activity among the different grade levels or the different sections (depending on the total number of students in the school).
 12. **Green the school premises.**
 - Plant grass, shrubs, trees wherever appropriate. Use only indigenous plants and teach everyone about the need to protect our biodiversity.
 13. **Establish a botanical garden, a herbarium or a mini-park.**
 14. **Undertake seedling production for planting within the campus or outside.**
 - Encourage students to bring seeds to school and teach them to properly raise seedlings. Coordinate with the local DENR or a local agricultural or forestry school to get technical guidance.
 15. **Better yet, adopt a forest.**
 - Coordinate with your local DENR office to identify your watershed and offer not just to plant once but to adopt a portion of that watershed. Mobilize the students, faculty, administrative staff and the parents to go and plant the area and regularly maintain it. Seedlings to be planted can also be raised within the school.
 16. **If you are in a coastal area, coordinate with your local DENR office and plant mangroves.**
 17. **Undertake an environmental audit of school's operations and facilities.**
 - Based on the results, implement measures needed to minimize any adverse impacts on the environment.
 18. **Integrate the environment into the school curriculum.**
 19. **Develop environmental instructional materials**

20. **Get involved with your community.**
 - Clean up the creek, the river or any nearby water body.
21. **Increase environmental awareness and community education:**
 - hold green fairs (or eco fairs) and environmental exhibits/sale of green products
 - hold eco-tours and visit sites which showcase a good practice
 - hold essay writing, song writing and/or art competitions with the environment as a theme or a specific environmental issue (air pollution, climate change, etc)
 - hold contests like parol making using recycled materials only
 - conduct healthy lifestyle campaigns in coordination with the Department of Health
22. **Regularly play environmental songs in the campus.**
23. **For the flag ceremony, encourage representatives from different grades and different sections to share a green act they did for Mother Earth. Reward the most innovative ones.**
24. **Conduct regular seminars (once a month or every two months) on various environmental topics.**
25. **Show environmental films, such as Al Gore's Inconvenient Truth or Leo deCaprio's 11th Hour and encourage everyone to reflect on it.**
26. **Conduct ecocamps.**
27. **Encourage students to undertake environment and natural resource-related research projects, works and studies**
28. **Link with environmental groups and get involved in their advocacies.**
29. **Support the Earth Hour this March 27, 2010 by encouraging all the students, faculty and administrative staff to turn off their lights for one hour (from 8:30 pm – 9:30pm).**
30. **Support environmental campaigns of national government agencies, non-government organizations, religious organizations, local government units, business and industry sector, among others**

THINK OF YOUR OWN GREEN ACT TO SAVE MOTHER EARTH!

EARTH DAY NETWORK PHILIPPINES

General Guidelines Poster Making Contest

1. In celebration of Earth Day on April 22, 2010, the Earth Day Network Philippines in partnership with the Department of Education will sponsor a Poster-Making Contest. This is also in collaboration with the other members of the organization. The theme for this year's contest is *Hamon ng Panahon: Climate Change, 10 Milyung Solusyon (Kilos Na! Ngyon Na!)*
2. The competition aims to generate high school students' perspective on environmental preservation and restoration thru artworks.
3. All high schools students both from public and private nationwide are qualified to join the said contest
4. Winners from the school level shall be submitted to respective division offices for screening. Only one winner shall represent said division to the Regional level contest. The selection shall be based on the criteria set forth by the organizing committee (Enclosure 4)
5. The organizing committee led by the Department of Education with representatives from Earthday Network Philippines shall also be the Review Committee to select three (3) national winners from among the 17 Regional winners.
6. Prizes shall be as follows:

Division Level	} to be announced later
Regional Level	
National Level	
7. Division Entries should have the following information: Name, Age, Name of School, Year level, Address, Contact Number and should be submitted on or before March 15 to the respective Regional Offices, Regional winners shall be submitted on March 30, 2010 to DepEd c/o

USEC. ANTONIO A. INOCENTES
DepEd Complex, Meralco Ave.,
Pasig City
8. Selection of the 3 national winners shall be held at the Bulwagan ng Karunungan and shall follow the same criteria.
9. The decision of the Board of Judge is final.

CRITERIA

30%	-	Congruency of the drawing to the theme
30%	-	Creativity and Artistic presentation
30%	-	Innovativeness
10%	-	Viewers Impact
<hr/>		
100%		

- Size is 18 inches by 24 inches
- No borders or frame
- Free to use any earth-friendly/ recycled materials