

Republika ng Filipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
(DEPARTMENT OF EDUCATION, CULTURE AND SPORTS)
UL Complex, Pasig, Metro Manila

October 13, 1993


DECS ORDER
No. 04, s. 1993

SUPPORT, COOPERATION, AND PARTICIPATION OF ALL ON THE EFFECTIVE
IMPLEMENTATION OF ADMINISTRATIVE ORDER NO. 22 (MTPDP-CAP)

To: Undersecretaries and Assistant Secretaries
Directors of Services/Centers and Heads of Units
Bureau Directors, Regional Directors and Schools
Superintendents
Heads of Chartered State Colleges and Universities
Heads of Private Schools, Colleges and Universities
Heads of Community Colleges and Universities
and Vocational Schools

1. For the information of all concerned inclosed are copies of Administrative Order No. 22, Communication and Advocacy Program on Medium-Term Philippine Development Plan (MTPDP), 1993-1998, and Primer on Philippines 2000.
2. The officials concerned are requested to intensify their information dissemination and advocacy activities by providing more details on their respective programs/projects/activities in support of Philippines 2000 and the MTPDP. The continuing and active support of the private schools is also requested.
3. For the implementation of this program, all concerned may coordinate with the office of:

Undersecretary Erlinda C. Pefianco
DECS Representative to the Presidential Task
Force in Communication and Advocacy Program
U.L. Complex, Pasig, Metro Manila
4. It is desired that this Order be immediately and widely disseminated for the guidance of all concerned.


ARMAND V. FABELLA
Secretary

Incls.: As stated
Reference: DECS Order: No. 40, s. 1993
Allotments: 1-2-3-4--(M.O. 1-87)
To be indicated in the Perpetual Index
under the following subjects:

✓ BUREAUS & OFFICES
✓ LEGISLATIONS

✓ OFFICIALS
✓ PROJECTS

Administrative Order No. 22

PROMULGATING A COMMUNICATION AND ADVOCACY PROGRAM ON THE MEDIUM-TERM PHILIPPINE DEVELOPMENT PLAN, 1993-1998 (MTPDP-CAP), AND CREATING A CABINET-LEVEL PRESIDENTIAL TASK FORCE TO COORDINATE AND OVERSEE ITS IMPLEMENTATION

WHEREAS, with the approval of the Medium-Term Philippine Development Plan, 1993-1998, there is now the need to generate wide support and cooperation to ensure its effective and successful implementation;

WHEREAS, such support and cooperation coming from all sectors of society and the international community can only be secured with their clear understanding of the Plan and their full appreciation of the benefits and opportunities available to them with its successful implementation;

WHEREAS, there is therefore the need for a massive and sustained information effort to communicate to the people and the world community the country's vision and goals of development during the next six years as contained in the Medium-Term Philippine Development Plan, 1993-1998, as well as the specific policy thrusts, programs, and activities which can only be successfully carried out with their full support and cooperation;

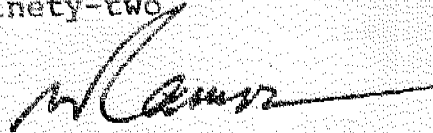
NOW, THEREFORE, it is hereby ordered that:

SECTION 1. The Communication and Advocacy Program on the Medium-Term Philippine Development Plan, 1993-1998, as approved and endorsed by the National Economic and Development Authority (NEDA) Board, and which shall henceforth become an integral part of this Administrative Order, is hereby approved for implementation and guidance of all executive departments and agencies of government and all local government units, including the Metro Manila Authority, the Cordillera Administrative Region, and the Autonomous Region of Muslim Mindanao.

SECTION 5. All departments, agencies, and local governments are hereby directed to set aside from their funds such amounts as may be necessary to carry out their specific roles and responsibilities in pursuance of this Order. All other expenditure programs as may be determined and approved by the President, upon recommendation of the Presidential Task Force as created herein, shall be allocated and made available by the Department of Budget and Management from such existing appropriated funds not otherwise allocated for any specific purpose for the use of the various executive departments, agencies and instrumentalities of the government, including the local governments, in carrying out the activities in pursuance of the objectives of this Administrative Order.

SECTION 6. This Order shall take effect immediately.

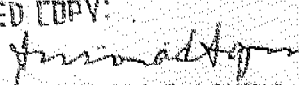
DONE in the City of Manila, this 15th day of December in the year of our Lord, nineteen hundred and ninety-two



By the President:



EDELMIRO M. AMANTE
Executive Secretary

CERTIFIED COPY:

AURORA T. AQUINO
DIRECTOR IV
12/16/92

**COMMUNICATION AND ADVOCACY PROGRAM
ON THE
MEDIUM-TERM PHILIPPINE DEVELOPMENT PLAN, 1993-1998**

Rationale

Starting in January 1993, the Philippines will embark on a new development path under a new Medium-Term Philippine Development Plan (MTPDP). The new plan will set a fresh outlook and vision of development that will guide the country's development efforts in the next six years.

As envisioned, the MTPDP will serve as the blueprint for charting the country's course towards modernization and progress and attain a newly industrializing economy (NIE) status by the year 2000. To realize this goal, no less than the combined resources and talents of the entire nation will be required. It will need the support and cooperation of all, including the country's neighbors in the Asian region and its friends in the world community.

But such support and cooperation will not be readily forthcoming, unless the people themselves and friends in the international community clearly and fully understand the country's plans and programs and its priorities over the next six years. They will be particularly interested to know what their roles and responsibilities will be, as well as the benefits and opportunities available to them in the future.

Hence, the need for a massive and sustained information program that will communicate and explain to all the meaning of the country's vision and goal of development, particularly the policies, programs and projects that will be carried out during the next six years.

Objectives

In general, the Communication and Advocacy Program on the Medium-Term Philippine Development Plan (MTPDP-CAP) aims to communicate to all sectors of society and the international community the MTPDP and its components. More specifically, its desired outcomes are:

1. To ensure increased public and international awareness and understanding of the country's development vision and goal of development over the next six years, as well as the specific policies, programs and activities that will be carried out under the MTPDP; and
2. To generate wide public support and international cooperation in the implementation of the MTPDP.

Major Program Components

The MTPDP-CAP has the following four (4) major program components:

1. **Advocacy and Education Component** - This component consist of the:
 - a. Conduct of continuing information, education and advocacy seminars, conferences and briefings for national, regional and local leaders, their technical staff and constituencies; visiting dignitaries and foreign missions; media; business; non-government and other private organizations; labor and farmers groups; and the general public;
 - b. Incorporation in the elementary, high school and college curricula in social studies and the social sciences of a study on the MTPDP for an appropriate number of hours during the year or semester;
 - c. Conduct of annual art, poster-making, declamation and oratorical contests on the MTPDP among elementary, high school and college students at the district, regional and national levels;
 - d. Incorporation of a study on the MTPDP in the training design and syllabi of relevant training programs of all government agencies, including the Development Academy of the Philippines, Foreign Service Institute, National Defense College of the Philippines, and other government training institutions; and
 - e. Conduct of continuing education, training, and seminars on the MTPDP, particularly on foreign trade and investments, for all foreign affairs and trade attaches and officers.
2. **Print and Electronic Media Component** - This will entail the:
 - a. Production and distribution of print information materials like comic books in the vernacular, primers or fact sheets, and posters;
 - b. Production and distribution and airing nationwide of television and radio plugs and announcements;
 - c. Showing of films in local theaters and community parks and other public places; and
 - d. Production and use of video and computer-assisted briefing modules for briefings and as education and training aids in schools and training institutions.

3. **Trade and Investment Promotion** - This will require the:

- a. Establishment in key domestic and foreign cities of trade and investment houses to promote foreign trade and investments in the Philippines;
- b. Organization and dispatch of trade and investment promotion missions to major trade and financial capitals, with strong participation from the local business and the financial sectors; and
- c. Organization of a strong lobby for Philippine interests abroad, especially in major capitals of the world, in pursuance of the policies and programs as provided in the Plan.

4. **Networking and Institutional Linkages** - This is considered the most crucial among the components as this will entail:

- a. The establishment of strong and harmonious inter-departmental and inter-agency cooperation and relationship at all levels to ensure smooth and effective implementation of the MTPDP-CAP; and
- b. The sharing of costs and resources among all agencies concerned in the implementation of the MTPDP-CAP.

Presidential Task Force to Implement the MTPDP-CAP

To ensure the attainment of the afore-cited objectives and the proper coordination of the various components of the MTPDP-CAP, a cabinet-level Presidential Task Force (PTF) will be created to coordinate and oversee its implementation. The Task Force will be composed of the following:

- Chairman - Secretary of Socio-Economic Planning
- Co-Chairman - Press Secretary
- Members - Secretary of Education, Culture and Sports
- Secretary of Foreign Affairs
- Secretary of Trade and Industry
- Secretary of Interior and Local Government
- Secretary of Budget and Management
- Director-General, PIA

The PTF-CAP shall exercise the following specific functions and responsibilities:

1. Approve, coordinate, oversee, and monitor the action programs implementing the specific components of the MTPDP-CAP based on the assigned roles and responsibilities of the departments, agencies, and local governments concerned as specified herein;
2. Submit quarterly reports to the President and the NEDA Board on the status of assigned tasks and responsibilities of the various departments, agencies, and local governments concerned;
3. Issue such guidelines as may be necessary for the effective implementation of the MTPDP-CAP.

Secretariat support to the Task Force shall be provided jointly by the NEDA and the PIA.

Roles and Responsibilities of Departments and Agencies Concerned

All executive departments, agencies, and instrumentalities, including the Regional Development Councils (RDCs), the Planning Boards of the Metro Manila Authority (MMA), the Cordillera Administrative Region (CAR), and the Autonomous Region of Muslim Mindanao (ARMM), and all local governments, including the barangays, will be tasked through the Department of Interior and Local Government to undertake information drives in support of the Plan.

More specifically, the following will be the specific roles and responsibilities of all departments, agencies and instrumentalities concerned under the MTPDP-CAP:

1. **Department of Education, Culture and Sports** *prepare DECS memo*
 - a. Require, through appropriate department circulars, all schools, colleges and universities to include in their curricula for all or related subjects or courses in Philippine government and social studies, a study of the MTPDP, 1993-1998, focusing on the roles and responsibilities of pupils and students as Filipino citizens in ensuring the effective implementation of the Plan;
 - b. Launch annual art, poster-making, and oratorical or declamation contests depicting the vision and goal of development as provided in the Plan or such other themes as may be appropriate in support of the Plan. The contests will start at the school and district levels, then at the provincial and regional levels, and culminating at the national level; and

- c. Reprint winning posters for distribution nationwide to all schools and barangays to further enhance public awareness of and support to the Plan and its components.

2. Departments of Foreign Affairs and Trade and Industry

- a. Organize local and foreign trade and investment promotion missions, with clear reference to the social and economic development goals, objectives, strategies, and programs as provided in the MTPDP, 1993-1998;
- b. Conduct briefings and seminars on the MTPDP's trade and investment policy thrusts, programs and strategies for Philippine foreign and trade attaches, visiting foreign and trade missions and dignitaries, as well as for officials and private groups travelling abroad;
- c. Require all Philippine foreign and trade embassies and missions abroad to undertake intensive and sustained information campaigns on the MTPDP in their respective countries of assignment, focusing on trade and investment opportunities and improved peace and order and investment climate in the Philippines; and
- d. Enjoin the private sector, particularly the various business chambers, and the foreign diplomatic corps in actively supporting and promoting the MTPDP and its various components;

3. Departments of Agriculture, Agrarian Reform, Health, and Social Welfare and Development

- a. Require, through appropriate department circulars, all provincial, municipal, field, extension and community workers to include as a major component of their field activities to conduct continuing seminars and community programs on the MTPDP, with special focus on values reorientation, the specific targets to be accomplished or attained under the Plan by their particular sectors, and on their respective roles and responsibilities to attain these targets; and
- b. Enlist the assistance of farmers and fishermen's groups and associations, non-government, civic and other private organizations in their respective sectors in the conduct of information drives on the MTPDP.

4. Department of Interior and Local Government

- a. Organize local information teams in all local government units, including the Metro Manila Authority, the Cordillera Administrative Region, and the Autonomous Region for Muslim Mindanao, and the barangays to promote the MTPDP; and

- b. Serve as the focal point for coordinating information drives on the MTPDP at the local level and for the distribution of print and other information materials, as well as for the monitoring of all public information activities of local government units in pursuance of the MTPDP-CAP.

5. **Department of National Defense**

- a. Require, through appropriate department circulars, the Philippine Military Academy, the National Defense College, the Command and General Staff College, and all other AFP major service schools and training institutions to include in their regular curricula and training guides and manuals a study on the MTPDP, 1993-1998; and
- b. Undertake continuing seminars and briefings on the MTPDP for all DND and AFP officers and personnel.

6. **Department of Labor and Employment**

- a. Require all local and foreign employment and recruitment agencies to include as a requirement for successful job applicants a basic knowledge of our vision and goal of development under the 1993-1998 MTPDP, with emphasis on desirable Filipino values and work ethic, with all taking pride in their being Filipinos; and
- b. Conduct continuing seminars and training programs for local trade and other labor unions, foreign workers and placement and recruitment agencies, with focus on employment targets and the maintenance of high ethical values and work standards for themselves, as provided under the MTPDP.

7. **Office of the Press Secretary-Philippine Information Agency (PIA)**

- a. Organize a government-wide information network involving all departments, agencies, regional offices and local government units and establish necessary linkages with the private sector and media in launching a massive and sustained public information campaign on the MTPDP in provinces, municipalities and barangays;
- b. Produce, in coordination with the NEDA, such number of radio and television plugs on the MTPDP, for distribution and airing nationwide;
- c. Publish, in coordination with the NEDA, comic books in the vernacular, primers and fact sheets, and posters on the Plan, for distribution to all government agencies, private organizations, and local government units, especially the barangays; and

- d. Monitor, through the PIA's regional and provincial public information centers, NEDA's regional offices, and local government units, all reactions and specific suggestions on the Plan and its implementation.

8. The National Economic and Development Authority

- a. In coordination with the OPS-PIA and other executive departments and agencies, undertake briefings for Congress, local government executives, business organizations, and such other groups not covered by the other departments and agencies;
- b. Coordinate with bilateral and multilateral institutions for possible technical and funding assistance required for the MTPDP-CAP; and
- c. Jointly provide secretariat support to the PTF on the MTPDP-CAP and in monitoring and reporting to the President and the NEDA Board activities and accomplishments under the MTPDP-CAP.

9. Department of Budget and Management

- a. Allocate such amounts as may be necessary, and as recommended by the Presidential Task Force on the MTPDP-CAP to the President for approval, for the funding of the various components of the MTPDP-CAP, subject to the usual budgeting, accounting and auditing procedures, rules and regulations; and
- b. Provide quarterly consolidated reports to the NEDA Board, through the PTF-CAP on the funds allocated and disbursed for specific activities of the various departments and agencies in pursuance of the MTPDP-CAP.

10. Regional Development Councils and Local Government Units

- a. Organize and undertake, in coordination with the PIA and DILG, information drives on the MTPDP at the regional and local levels; and
- b. Monitor and submit to the PTF on the MTPDP-CAP periodic reports on the public information activities and accomplishments of regional and field offices of line departments and staff agencies in the region or locality.

In addition to the foregoing, all Cabinet members shall include in all their public speeches, pronouncements, lectures, briefings, statements, and interviews specific references to the country's vision and goal of development, as well as the specific policy thrusts, programs, strategies and targets as indicated in the MTPDP.¹

Finally, all training programs, seminars and workshops to be organized and/or conducted by all departments and agencies, the local governments, as well as by government training institutions, including the Development Academy of the Philippines

the Executive Development Academy and the Local Development Center under the University of the Philippines, and Local Government Academy under the DILG, shall include a review/study of the basic elements and components of the MTPDP.

Action Programs to Implement the MTPDP-CAP

All executive departments, agencies, and instrumentalities, including the RDCs, the Planning Boards of the MMA, CAR, and ARMM, and the local governments, shall submit to the PTF-CAP not later than 15 January 1993, their respective action programs following the formats specified in the attached form.

Such action programs shall specify the outputs and timetable for completion of each activity, the proposed budgetary allocation by the departments and agencies concerned from their regular budgets and such additional amounts as may be extremely necessary to ensure the successful implementation of the MTPDP-CAP. These action programs shall also become the basis for the monitoring and quarterly reporting of the status of assigned tasks in pursuance of the MTPDP-CAP.

Funding

It is understood that all the departments and agencies concerned shall allocate such amounts as may be necessary from their respective annual regular budgets, starting in 1993 in carrying out their respective responsibilities and activities under the MTPDP-CAP. Such additional amounts as may be needed and requested by the departments or agencies concerned, and recommended by the Task Force for the MTPDP-CAP for approval by the President, shall be allocated and released by the DBM from such funds in the national budget not otherwise allocated for other specific purposes.

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COMMUNICATION AND ADVOCACY PROGRAM
ON THE MEDIUM-TERM PHILIPPINE DEVELOPMENT PLAN, 1993-1998

ACTION PROGRAM ACCOMPLISHMENT REPORT FORM

Department/Agency/Unit

PROGRAM/ACTIVITY

STATUS

DATE/PERIOD
UNDERTAKEN/COMPLETED

NOTED: _____
(Department/Agency/Unit Head)

PREPARED BY: _____

COMMUNICATION AND ADVOCACY PROGRAM
ON THE MEDIUM-TERM PHILIPPINE DEVELOPMENT PLAN, 1993-1998

ACTION PROGRAM

Department/Agency/Unit

PROGRAM/ACTIVITY	MILESTONE TARGETS/OUTCOMES	TARGET COMPLETE DATE/PERIOD
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*Brochures
for schools/institutions*

*Plan. Workshop
for Planning Officers
& DRR officials*

APPROVED: _____
(Department/Agency/Unit Head)

PREPARED BY: _____

PRIMER ON PHILIPPINES 2000

What is Philippines 2000?

Philippines 2000 is the Filipino's vision of development by the year 2000. It is, at the same time, a strategy and a movement.

As a vision, it pictures the Philippines as a God-centered, people-empowered and prosperous national community by the year 2000 where the least among the Filipinos has the decent minimum of food, clothing, shelter, and dignity. By the year 2000, it sees the country as having properly addressed its internal problems as to make it fully capable of handling and benefiting from its international relations.

As a strategy, it gives emphasis to the pre-conditions that must be established to successfully realize the twin objectives of international competitiveness and people empowerment under the Medium-Term Philippine Development Plan (MTPDP) for 1993-1998.

As a movement, the Philippines 2000 is a call for unity among Filipinos, a call for strategic alliance among key development actors — the government, business/private sector, labor and NGOs/POs.

Because the phrase "Philippines 2000" has immediately caught public attention, it can also be considered a "battlecry" to rally all Filipinos to work together towards attaining the country's vision of development.

How was the Philippines 2000 adopted?

Prior to its formal launching, the Philippines 2000 movement had started to gather momentum in the form of multi-sectoral consultations that sought to address the problems facing the country today, reinforcing the need for a rallying point and a concrete action program to prepare the Philippines for entry into the 21st century. The people behind this movement are the government, business/private sector, labor and NGOs/POs forming a strategic alliance under the active leadership of President Fidel V. Ramos.

On January 21, 1993, President Ramos formally launched Philippines 2000 at the DOST Multi-Sectoral Workshop. Its importance as a key government thrust was reaffirmed by the President during the 7th FDSA Anniversary celebration last February 25, 1993 with the launching of the Medium-Term Philippine Development Plan for 1993-1998 which the President dubbed as the "roadmap to attain the vision of Philippines 2000."

Isn't Philippines 2000 indicative of the President's desire for an extended term?

The use of Philippines 2000 cannot change the Constitutional mandate of a six-year term for any President of the Republic of the Philippines. The year 2000 in this slogan should be interpreted as symbolic of the Ramos Administration's desire for reforms and national renewal to go beyond the President's six-year term.

The year 2000 was chosen because it represents not just the turn of the century, but more significantly, the entry of the Philippines and the whole world into a new millennium. This transition connotes change for the better which should inspire commitment and sustained action from everyone.

What is the value/belief system behind Philippines 2000?

Philippines 2000 is based on the vision that sees Filipinos as a God-centered, people-empowered national community, where ordinary Filipinos take control of every aspect of their lives — their livelihood, their politics, and their culture. It draws from the essence of the Filipino personality which values development as both material and moral and which basically affirms and values life (buhay), and human relationship (*kapwa, pakikisama and pagbibuklod*).

What are the components of the Philippines 2000 strategy?

As a strategy, Philippines 2000 is basically made up of two parts. The first is the Medium-Term Philippine Development Plan, 1993-1998, which sets down social and economic development policies, programs and strategies that should enable the country to realize its goal of an improved quality of life for all Filipinos by the 21st century. Guided by the twin objectives of People Empowerment and Global Excellence, the Plan also serves as the road map to attain the vision of Philippines 2000.

The second part addresses the conditions that must be present if the socio-economic prescriptions are to be successfully realized. These conditions are:

1. political stability and national unity;
2. opening up of the economy and the commitment of the economic and political elite to the common good; and
3. a deeply ingrained work ethic among all workers, both in the government and private sectors.

President Fidel V. Ramos firmly believes that there is a basic ingredient missing in our past development efforts. He believes that this missing ingredient has something to do with our need to agree among ourselves to work as a team to set aside our differences and to help one another attain peace and prosperity.

as a nation. Obviously, this dimension is concerned with ethics with morality, with principles, and with spirituality. Hence, moral regeneration (which should lead us to national unity) logically precedes the social and economic development prescriptions in any development plan.

How is the Philippines 2000 movement organized?

As a movement, the Philippines 2000 is not characterized by any fixed and permanent organizational structure. Being simply a movement, it consists of groups and individuals who believe in the core values and objectives of Philippines 2000 and at the same time contribute to their attainment.

How may one join the movement?

Those who believe in their heart that the time to act is now; that there is no time to lose; that they, too, can contribute, no matter how small or insignificant it may seem, can join. They can then help propagate the vision of Philippines 2000 by enjoining their families, friends, neighbors to join this movement by organizing themselves, so that together, they can undertake programs and activities for their community and for their country in pursuit of the Medium-Term Philippine Development Plan and the vision of Philippines 2000.

For further information, write or call any of the following:

- Development Information Staff
National Economic and Development Authority
Amber Avenue, Pasig, Metro Manila
Tel. No. 631-3744; 631-32-82 (Fax)
- National Security Council
Cor. East Avenue and V. Luna Street
Quezon City
Tel. No. 922-73-82; 922-28-92 (Fax)
- Development Academy of the Philippines
San Miguel, Pasig, Metro Manila
Tel. No. 631-21-22; 631-21-24; 631-21-23 (Fax)
- Philippine Information Agency
Visayas Avenue, Quezon City
Metro Manila
Tel. No. 921-78-69; 922-74-54 (Fax)

PHILIPPINES 2000

PHILIPPINES



2000

Manila, Philippines
August 1993