REGIONAL MEMORANDUM
No. 273, s. 2021

CELEBRATION OF EARTH DAY 2021

To: Schools Division Superintendents

1. Attached is the Memorandum from the Undersecretary for Administration Alain Del B. Pascua, Department of Education–Central Office, Meralco Avenue, Pasig City dated March 18, 2021.

2. For information and appropriate action.

For the Regional Director:

RONALD B. CASTILLO, CESO V
Officer-in-Charge
Office of the Assistant Regional Director

Incl.: As Stated.
To be indicated in the Perpetual Index under the following subjects:

CELEBRATION AND FESTIVAL
ENVIRONMENTAL EDUCATION

ESSID-SPPS/jrbp/EarthDay2021
March 29, 2021
OUA MEMO 00-0321-0180
MEMORANDUM
18 March 2021

For: 
Undersecretaries
Assistant Secretaries
Bureau and Service Directors
Regional Directors and BARMM Education Minister
School Division Superintendents
Public and Private Elementary and Secondary School Heads
All Others Concerned

Subject: CELEBRATION OF EARTH DAY 2021

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. 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)” on 20-22 April 2021.

The activities led by the DepEd for Earth 2021 are as follows:

1. **20 April 2021, 9:00-11:00 a.m.**
   a. Storytelling for Elementary Learners
   b. Makakalikasan Creative Activity on Sustainable Dining where selected participants may be awarded with prizes

2. **21 April 2021, 2:00 - 4:00 p.m.**
   a. Panel Discussion with selected learners, teachers, and personnel on Decreasing Single-Use Plastics in Schools

3. **22 April 2021, 8:30 – 10:00 a.m.**
   a. Messages from DepEd Officials
   b. 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
   c. Re-launch of the Microsite on Curated Resources for Teaching Climate Change

Office of the Undersecretary for Administration (OUA)
[Administrative Service (AS), Information and Communications Technology Service (ICTS), Disaster Risk Reduction and Management Service (DRRMS), Bureau of Learner Support Services (BLSS), Baguio Teachers Camp (BTC), Central Security & Safety Office (CSSO)]
Department of Education, Central Office, Meralco Avenue, Pasig City
Rm 519, Mabini Bldg; Mobile: +639260307672; Tel: (+632) 86337203, (+632) 86376207
Email: usec.admin@deped.gov.ph; Facebook/Twitter @depnedayo
In addition, DepEd supports the program of the Climate Change Commission (CCC) on 22 April 2021, 7:30 a.m. – 3:30 p.m. Interested DepEd personnel and learners may submit their Earth Day Pledge at http://bit.ly/DepEdEarthDayPledge2021 not later than 08 April 2021. Kindly refer to Enclosure 3 for more information.

Also, learners and personnel are invited to the ZOOMba session at 7:30-7:45 a.m. 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 learners and personnel to exercise due diligence in the use of social media.

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.

For DepEd-led activities, certificates will be given after 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.

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.

Please refer to the enclosed documents for more information.

For queries and concerns on these activities, kindly contact the Disaster Risk Reduction and Management Service (DRRMS) through (02) 8637-4933 or email at drrmo+ccam@deped.gov.ph. Likewise, the Bureau of Learner Support Services - Youth Formation Division (BLSS-YFD) may be contacted through (02) 8637-9814 or email at blss.yfd@deped.gov.ph.

For immediate dissemination and appropriate action,

ALAIN DEL B. PASCUA  
Undersecretary
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.¹

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;

¹ 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.)**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. “You and the Earth” Story Telling</td>
<td>It will be delivered by a learner or personality. The target audience are elementary learners.</td>
</tr>
<tr>
<td>2. “Makakalikasan” Creative Activity</td>
<td>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. 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. Selected videos will be given a prize to be announced on 22 April 2021. The target audience are elementary and high school learners and teachers.</td>
</tr>
<tr>
<td>Topic: The Sustainable Diner</td>
<td></td>
</tr>
</tbody>
</table>

**21 April 2021 (2:00 – 4:00 p.m.)**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Panel Discussion with our Earth Warriors (Learners and Personnel)</td>
<td>The panel discussion focused on the best practices of schools initiated by the learners and personnel: 1. Tumbler Challenge by SDO Dasmariñas (Student Leader) 2. Good practice in Ecological Waste Management (Student Leader) 3. Zero-waste School (Principal)</td>
</tr>
</tbody>
</table>

**22 April 2021 (8:30 – 10:00 a.m.)**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Message from DepEd Officials and Personalities</td>
<td>DepEd ExeCom and well-known personalities will provide messages to uplift the spirit of learners to be engaged in environment protection.</td>
</tr>
<tr>
<td>2. Review of Past Activities</td>
<td>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.</td>
</tr>
</tbody>
</table>
3. Launch of Knowledge Materials for Teachers

The following materials will be launched for use of teaching personnel:
1. Promotion of the Microsite on Curated Resources for Teaching Climate Change
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

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)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:45-09:00 a.m.</td>
<td>AVP Video</td>
</tr>
<tr>
<td>09:01-09:10 a.m.</td>
<td>Preliminaries (by Region 4A)</td>
</tr>
<tr>
<td></td>
<td>Pambansang Awit</td>
</tr>
<tr>
<td></td>
<td>Ecumenical Prayer</td>
</tr>
<tr>
<td>09:11-09:15 a.m.</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td></td>
<td>Dir. Lope Santos III</td>
</tr>
<tr>
<td></td>
<td>OJC-Director IV, BLSS</td>
</tr>
<tr>
<td>09:16-09:20 a.m.</td>
<td>Objective Setting</td>
</tr>
<tr>
<td></td>
<td>Adolf Aguilar</td>
</tr>
<tr>
<td></td>
<td>Chief, BLSS-YFD</td>
</tr>
<tr>
<td>09:20-09:45 a.m.</td>
<td>“You and the Earth” Story Telling</td>
</tr>
<tr>
<td>09:46-09:50 a.m.</td>
<td>Break (Intermission Number)</td>
</tr>
<tr>
<td>09:50-10:50 a.m.</td>
<td>“Maka-kalikasan” Creative Activity</td>
</tr>
<tr>
<td></td>
<td>a. Plant-based food</td>
</tr>
<tr>
<td></td>
<td>b. Solid Waste Management</td>
</tr>
<tr>
<td></td>
<td>including open forum</td>
</tr>
<tr>
<td>10:51-11:00 a.m.</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td></td>
<td>Wilfredo Cabral</td>
</tr>
<tr>
<td></td>
<td>Regional Director, 4A</td>
</tr>
</tbody>
</table>
### EARTH DAY CELEBRATION
#### DAY 2 (21 APRIL 2021)

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

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:15-08:30 a.m.</td>
<td>AVP Video</td>
</tr>
<tr>
<td>08:30-08:40 a.m.</td>
<td>Preliminaries (by Region 4A)</td>
</tr>
<tr>
<td></td>
<td>Pambansang Awit</td>
</tr>
<tr>
<td></td>
<td>Ecumenical Prayer</td>
</tr>
<tr>
<td>08:40-08:50 a.m.</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td></td>
<td>Lope B. Santos III</td>
</tr>
<tr>
<td></td>
<td>Director IV, DRRMS</td>
</tr>
<tr>
<td>08:50-09:20 a.m.</td>
<td>Messages from DepEd Selected ManCom Members:</td>
</tr>
<tr>
<td></td>
<td>1. Undersecretary Alain del B. Pascua</td>
</tr>
<tr>
<td></td>
<td>2. Undersecretary Diosdado San Antonio</td>
</tr>
<tr>
<td></td>
<td>3. Undersecretary Revsee Escobedo</td>
</tr>
<tr>
<td></td>
<td>4. Assistant Secretary Salvador Malana III</td>
</tr>
<tr>
<td></td>
<td>5. Regional Director Wilfredo Cabral</td>
</tr>
<tr>
<td>09:20-09:30 a.m.</td>
<td>Message from Secretary Leonor Magtolis Briones</td>
</tr>
<tr>
<td>09:30-09:40 a.m.</td>
<td>Messages from Celebrities</td>
</tr>
<tr>
<td>09:40-09:55 a.m.</td>
<td>Launching of CCAM Materials % DRRMS</td>
</tr>
<tr>
<td>09:55-10:00 a.m.</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td></td>
<td>Adolf Aguilar</td>
</tr>
<tr>
<td></td>
<td>Chief, BLSS-YFD</td>
</tr>
</tbody>
</table>
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 51st 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Lead / Resource Persons</th>
</tr>
</thead>
</table>
| 7:45 AM - 8:00 AM | Jam and Dance for Earth  
Waking up on Earth Day with Energy, Passion and Determination |                                                                                         |
| 8:00 AM - 8:15 AM          | Opening Preliminaries  
Introductory Session / Welcome Remarks from the following:  
Secretary Carlos Dominguez III  
Department of Finance  
Chairperson-designate, Climate Change Commission  
Senate President Vicente Sotto III  
Senate of the Philippines  
Speaker Lord Allan Jay Velasco  
House of Representatives  
Governor Dakila Carlo Cua  
President, Union of Local Authorities of the Philippines (ULAP) | Host (TBC):  
Ms. Antoinette Taus  
Founder, Planet CORA  
UNEP Ambassador of Goodwill |
| 7:55 AM - 8:00 AM | Activity Overview  
Host to provide rundown of segments and activities | Host (TBC):  
Ms. Antoinette Taus  
Founder, Planet CORA  
UNEP Ambassador of Goodwill |
| 8:15 AM - 8:30 AM | My Earth Day Pledge  
To play curated Earth Day pledges / testimonial videos from government, private sector, academe and civil society stakeholders | The Climate Reality Project Philippines |
### DepEd Activity for Earth Day 2021

8:30 AM - 10:00 AM

**Department of Education Activity for Earth Day 2021**

To include pledges from Teachers and Students

Department of Education

### Stories for a Better Normal

10:00 AM - 11:30 AM

**Special Episode: Perspectives from Legislators and Policy Makers (national and local)**

(i) What is the policy objective in banning single-use plastics (SUPs)?

(ii) What are the salient provisions of the most recent version of the bill in the House and Senate?

(iii) How will they phase out SUPs?

(iv) How will this affect the consumers? What alternatives are available?

(v) How will the EPR scheme be implemented?

(vi) What are the challenges to effectively recycle and reuse plastics?

Host: Deputy Speaker Loren Legarda

Guests (TBC):

1. House Speaker Lord Allan Jay Velasco
2. Senator Pia Cayetano
3. Cong. Edgar Chatto
4. Cong. Jose Francisco Benitez
5. Mayor Vico Sotto
6. Mayor Noel Rosal

### Videos from Partners

11:30 PM - 11:45 PM

**Pledges from the Local Chief Executives**

Pledges from the Local Chief Executives

Union of Local Authorities of the Philippines

11:45 PM - 12:00 PM

**Climate Defenders (with message from H.E. Amb. Daniel Pruce)**

Climate Defenders (with message from H.E. Amb. Daniel Pruce)

British Embassy Manila

12:00 PM - 1:00 PM

**Single-use Plastics Campaign**

Single-use Plastics Campaign

Break Free From Plastic PH

### #WalangPlastikahan Challenge

1:00 PM - 1:45 PM

Video highlights featuring the efforts of citizens doing the #WalangPlastikahan or #NoPlastic Challenge (tap influencers to support)

### My Earth Day Pledge
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Host/Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:45 PM - 2:00 PM</td>
<td><strong>Pledges from the Business Sector and Civil Society</strong></td>
<td>Host (TBC): Undersecretary Ruth Castello Department of Trade and Industry</td>
</tr>
<tr>
<td></td>
<td>Casual conversation (Talk show) showcasing business sector and civil society initiatives to help reduce single-use plastics</td>
<td><strong>Guests:</strong></td>
</tr>
<tr>
<td></td>
<td>1. What are your current initiatives in helping reduce or eliminate the use of single-use plastics?</td>
<td>1. Coca-cola</td>
</tr>
<tr>
<td></td>
<td>2. How can we prevent plastic pollution in our everyday lives?</td>
<td>2. Ayala Land, Inc.</td>
</tr>
<tr>
<td></td>
<td>3. How do we raise awareness on the dangerous effects of single-use plastics on people’s health, environment, and the climate?</td>
<td>3. SM Supermalls</td>
</tr>
<tr>
<td>2:00 PM - 3:00 PM</td>
<td></td>
<td>4. Livelihood Project Beneficiaries of the Villar Foundation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5. Nestle</td>
</tr>
<tr>
<td></td>
<td></td>
<td>6. The Bamboo Company</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7. Back to Basics Ecostore</td>
</tr>
<tr>
<td></td>
<td></td>
<td>8. Break Free From Plastic Philippines (Oceana Philippines)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9. Aboitiz Equity Ventures, Inc.</td>
</tr>
</tbody>
</table>

**CLOSING SESSION**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Host: Ms. Antoinette Taus Founder, Planet CORA UNEP Ambassador of Goodwill</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:00 PM</td>
<td><strong>Closing Ceremonies</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Message of unity and appreciation from the Climate Change Commission</td>
<td></td>
</tr>
</tbody>
</table>

- 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-GOV - Break Free from Plastic PH; other CSOs
- Aired on CCC/DOF and CCAM-DDR Cluster Agencies Facebook pages
- Target Media Partners: CNN, GMA, PTV-4,
MESSAGE AND VIDEO GUIDE FOR EARTH DAY 2021 PLEDGES

"PINASIGLANG MUNDO"

#RestoreOurEarth
#PINASiglangMundo
#WalangPlastikan
#PlasticFreePH
#EarthDay2021
#ClimateAction
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.
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 mapalagapan 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 pagprotektan 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 kapiliigiran, 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 karanalas 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 kapiliigiran, maging sa ating klima. Ngayon, with support from the local government unit at iba pang partners, nakapagtugtug 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 kapiligiran. Sa aming paaralan, itinuro namin sa aming mga estudyante ang tamang pagtapon ng basura at ang importansya ng pag-segregate at pag-recycle. Layon namin na palawigin pa ang partisipasyon ng kabataan sa paglinis ng ating pamayanahan at pagprotekta sa ating kapiligiran."

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 kapiligiran para basta-basta lang tapunan ng plastik at kung anu-ano pa. Kung hindi natin lulunas ng 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 tumalalang 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 PINASigiang 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:

![Sample video framing](image)

- 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/unicefphilippines/videos/570059827130155)