Division Memorandum
No. 175 series 2017

TO: District Supervisors
    Secondary School Principals
    OICs Secondary Annexes

RE: Dissemination of Civil Service Commission Memorandum Circular
    No. 6 s. 2016 “Awareness Campaign in Support of ASEAN
    Community 2015 and the Philippines’ Chairmanship of ASEAN
    2017”

1. The entire bureaucracy of which the Civil Service Commission is the lead agency is spearheading an
   "Awareness Campaign in Support of ASEAN Community 2015 and the Philippines' Chairmanship of
   ASEAN 2017.

2. As such, the Commission has drawn up the following activities, which have been classified as those that
   may be undertaken appropriately by this Office, your respective district offices and schools.

3. In reiteration, hereunder are the activities and the in-depth explanation of these activities are in the
   attachments:

   3.1. Posting of the enclosed materials on ASEAN in the respective agency websites;
   3.2. Display of ASEAN Community banners (copy attached);
   3.3. Inclusion of the singing of the ASEAN anthem in the first flag ceremony of the month;
   3.4. Sharing of information on ASEAN (e.g. updates on ASEAN-related activities etc.) during
        flag-raising ceremony and other employees' fora

4. Our active participation and support to these activities are vital for the success of this undertaking. The
   CSC Field Office will monitor the compliance of this Order. For further information, please see
   attachments.

5. For immediate dissemination.

DEE D. SILVA
DPA, CESO VI
Schools Division Superintendent

Roxas Street cor. Lopea Jaena Street, Zone II, Digos City 8902  533-8396/533-8376/533-9170/533-8375
533-8396/533-8376  www.dspeddigoscit.org  digoa.city@deped.gov.ph
MEMORANDUM

TO : SCHOOLS DIVISION SUPERINTENDENTS

SUBJECT: Dissemination of Civil Service Commission Memorandum Circular No. 6, s. 2016 “Awareness Campaign in Support of ASEAN Community 2015 and the Philippines’ Chairmanship of ASEAN 2017”

DATE : March 7, 2017

1. For the information and guidance of all concerned, attached is a copy of DepEd Memorandum No. 3, s. 2017 entitled Dissemination of Civil Service Commission Memorandum Circular No. 6, s. 2016 “Awareness Campaign in Support of ASEAN Community 2015 and the Philippines’ Chairmanship of ASEAN 2017.”

2. For more information, you may contact the International Cooperation Office (ICO), DepEd Central Office, Meralco Avenue, Pasig City at telephone no. (02) 637-6463 or via email at ico@deped.gov.ph.

3. Immediate and wide dissemination of this memorandum is required.

ATTY. ALBERTO T. ESCOBARTE, CESO III
Regional Director

Incl.: as stated

ROSE

Department of Education
Regional Office VI
RECORDS SECTION
RELEASED
By: ____________________________
Date: 3/9/17 Time: ____________________________
DepEd MEMORANDUM
No. 3, s. 2017

DISSEMINATION OF CIVIL SERVICE COMMISSION MEMORANDUM CIRCULAR NO. 6, S. 2016
(Awareness Campaign in Support of ASEAN Community 2015 and the Philippines’ Chairmanship of ASEAN 2017)

To: Undersecretaries
   Assistant Secretaries
   Bureau and Service Directors
   Regional Directors
   Schools Division Superintendents
   Public and Private Elementary and Secondary Schools Heads
   All Others Concerned

1. For the information and guidance of all concerned, enclosed is a copy of the Civil Service Commission (CSC) Memorandum Circular (MC) No. 6, s. 2016 dated February 29, 2016 entitled Awareness Campaign in Support of ASEAN Community 2015 and the Philippines’ Chairmanship of ASEAN 2017.

2. For more information, all concerned may contact the International Cooperation Office (ICO), Department of Education (DepEd) Central Office, DepEd Complex, Meralco Avenue, Pasig City at telephone no. (02) 637-6463 or through email address: ico@deped.gov.ph.

3. Immediate dissemination of this Memorandum is desired.

LEONOR MAGTOLIS BRIONES
Secretary

Encl.: As stated

Reference: None

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

CAMPAIGN
EMPLOYEES
OFFICIALS
TEACHERS
MEMORANDUM CIRCULAR

TO : HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS, AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS; AND STATE UNIVERSITIES AND COLLEGES

SUBJECT : Awareness Campaign in Support of ASEAN Community 2015 and the Philippines’ Chairmanship of ASEAN 2017

It may be recalled that in 2013, the Civil Service Commission issued CSC MC No. 16, s. 2013, encouraging government agencies to promote ASEAN awareness through the regular display of the ASEAN flag in government offices beginning August 2013 in celebration of ASEAN Week. In 2014 and 2015 (through CSC MC No. 16, s. 2014 and CSC MC No. 10, s. 2015), agencies were enjoined to participate in a nationwide simultaneous flag-raising ceremony led by the Department of Foreign Affairs in commemoration of ASEAN Day. The flag-raising ceremony program included the hoisting of the ASEAN flag and the singing of the ASEAN Anthem.

With the formal establishment of the ASEAN Community on December 31, 2015 in accordance with the Kuala Lumpur Declaration on the Establishment of the ASEAN Community signed by the ASEAN Leaders during the 27th ASEAN Summit, cultivating awareness of ASEAN has become more crucial in preparing the Philippines to take advantage of, and strengthen its capacity to adjust to, the expected deeper level of integration in the region.

In view of the foregoing, and in support of preparations leading to the Philippines’ Chairmanship of ASEAN in 2017, the Civil Service Commission hereby enjoins heads of agencies to help spread awareness on ASEAN by, among others, participating in the information campaign and the conduct of programs and activities towards this end, including the following:

1. Posting of the enclosed materials on ASEAN in their respective agency websites.
2. Display of ASEAN Community banners (copy attached).
3. Inclusion of the singing of the ASEAN Anthem in the first flag ceremony of the month. Specifications and protocols on the use of the ASEAN flag, and a recording/musical score of the ASEAN Anthem may be secured from the ASEAN website (www.asean.org). Agencies are further reminded to observe existing laws and rules on the hoisting and display of the national flag. Considering that most
office buildings have only one flag pole which is used for the Philippine Flag. Heads of offices are advised to use indoor Philippine and ASEAN flags attached to similar poles with a base for the flag ceremony. The ASEAN flag shall be displayed on the right side of the Philippine flag (from the audience’s perspective). A sample program is attached as Annex A.

4. Sharing of information on ASEAN (e.g. updates on ASEAN-related activities, trivia, informative videos etc.) during such flag-raising ceremony and other employee fora to help raise awareness among their officials and staff. Additional information materials on ASEAN may be secured from the ASEAN Website, Department of Foreign Affairs (Office of ASEAN Affairs), the Presidential Communications Operations Office (PCOO) through its attached agencies the Philippine Information Agency (PIA) and the Philippine Broadcasting Service (PBS), and the People’s Television Network (PTV).

In addition, government officials and employees are encouraged to wear ASEAN-inspired attire, coinciding with the conduct of the flag-raising ceremony mentioned above.

The Department of Education (DepED), Commission on Higher Education (CHED) and the Technical Education and Skills Development Authority (TESDA) are likewise encouraged to enjoin educational and training institutions – both public and private, nationwide – to adopt similar activities to raise awareness among the members of the faculty, students and other stakeholders.

CSC Field Offices will be monitoring agency compliance on this matter.

\[\text{Signature}\]

\text{ALICIA dela ROSA-BALA}

\text{Chairperson}

\text{29 FEB 2016}
ANNEX A: Sample Program for Flag Raising Ceremony

- Prayer
- Hoisting of the Philippine flag and singing of Lupang Hinirang
- (Hoisting of the ASEAN Flag and) Singing of the ASEAN Anthem
- Panunumpa sa Watawat
- Panunumpa ng Lingkod Bayan
- Sharing of Information on ASEAN
- Sharing of agency-related information/updates on agency matters
- Message from Agency Head
- Awit ng Serbisyo Sibil
ASEAN Theme

“Partnering for Change, Engaging the World”
Six Thematic Areas

1. A people-oriented and people-centered ASEAN
2. Peace and Stability in the Region
3. Maritime security and cooperation
4. Inclusive, innovation-led growth
5. Resilient ASEAN
6. ASEAN: A model of regionalism, a global player

• While 81% of AMS citizens have heard of the ASEAN, only 24% have a basic understanding of what it is and it's purpose for existing.
DM 3 s. 2017

- Dissemination of Civil Service Commision Memorandum Circular No. 6, s. 2016:
  - Awareness campaign in support of ASEAN Community 2015 and the Philippines' Chairmanship of ASEAN 2017

WELCOME TO ASEAN COMMUNITY!
A COMMUNITY OF OPPORTUNITIES

DM 3 s. 2017

1. Posting of the ASEAN Community banners/ASEAN@50 logo in the agency website
2. Display of the ASEAN Community banners/ASEAN@50 logo
3. Inclusion of singing the ASEAN Anthem in the first flag ceremony of the month (can be every flag ceremony)
4. Sharing of information on ASEAN during flag-raising and other employee fora to help raise awareness
ASEAN Theme Song

- Pending DM
- Teachers are encouraged to teach their students the ASEAN Theme Song

2017 National Search for Sustainable and Eco-friendly Schools

- DepEd Memorandum 195, s. 2016
- Conducted in response to the National Environment Awareness and Education Act of 2008; and the ASEAN Environmental Education Action Plan for Sustainable Development for 2014-2018
2017 National Search for Sustainable and Eco-friendly Schools

- The search aims to:
  - Encourage schools to become more actively involved in environmental issues at practical and local level
  - Develop skills and understanding among the students, faculty and school administrators in initiating active responses, and increasing community awareness and participation in environmental concerns

2017 National Search for Sustainable and Eco-friendly Schools

- Deadline for submission of entries is on or before 28 April 2017
DePED MEMORANDUM
No. 3, s. 2017

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3. Immediate dissemination of this Memorandum is desired.

LEONOR MAGTOLIS BRIONES
Secretary

Encl.
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ALICIA dela ROSA-BALA
Chairperson

29 FEB 2016
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