

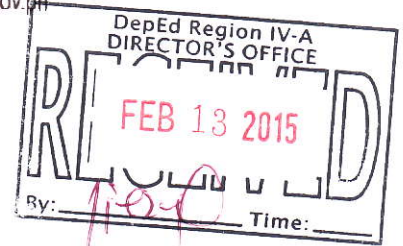


Republic of the Philippines  
Department of Environment and Natural Resources  
**ENVIRONMENTAL MANAGEMENT BUREAU**

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15020258

February 10, 2015



**DR. DIOSDADO SAN ANTONIO**  
Regional Director  
**DEPARTMENT OF EDUCATION – REGION 4A**  
Karangalan Elementary School, Karangalan Village, Cainta, Rizal

Dear Dr. San Antonio:

In celebration of March 22, 2015 as World Water Day and March 15-22, 2015 as the Philippine Water Week with the theme: *“Water and Sustainable Development”*, the Environmental Management Bureau (EMB) of the Department of Environment and Natural Resources (DENR), will be holding a Creative Selfie Contest on Water Conservation for public and private high schools in Metro Manila.

The main objective of the contest is to encourage the participation of the youth, ages 13 to 17 years old, by sharing their thoughts about the importance of conserving water and protecting our water resources. Also, the said contest is in support to the ASEAN Environment Year 2015 with the theme: *“Empowering the Youth for a Clean and Green ASEAN”*.

In relation to this, we would like to request your Office to issue a regional memorandum circular to the public and private high schools in Region 4A to invite them to the same. Attached herewith is the mechanics of the contest for your information and guidance. We would like to request if our Office can be furnished a copy of the memorandum your Office would issue so that we could follow-up attendance to the same.

We look forward to your favorable response on this matter. Should you have any other queries, please do not hesitate to contact Ms. Elenida Basug, EMB’s Chief of Environmental Education and Information Division, or Mr. Niño Pinalva, EMB Youth Desk Officer at telefax numbers 9284674 and 3765610 or e-mail at [ecofriendlyschoools@gmail.com](mailto:ecofriendlyschoools@gmail.com).

Thank you very much.

*To: SDS  
For your information  
& appropriate action please.  
Thanks - God Bless!  
Feb 17 2015*

Very truly yours,

**ATTY. JONAS R. LEONES**  
DENR Undersecretary  
and Concurrent EMB Director



**World Water Day and Philippine Water Week Celebration**

March 16-22, 2015

Theme: Water and Sustainable Development

Title of Activity: Creative Selfie on Water Conservation

Awarding: March 20, 2015, Venue TBA

**OVERVIEW:**

March 22 is World Water Day. Under the theme 'Water and Sustainable Development', the year 2015 provides an important opportunity to consolidate and build upon the previous World Water Days to highlight water's role in the sustainable development agenda.

Social media such as Facebook, Twitter and Instagram continue to affect the youth by being an important source of information on various issues that surround them.

To create a more meaningful connection with the youth through social media, particularly as 2015 is ASEAN Environment Year with the theme- "Empowering the Youth for a Clean and Green ASEAN," the Environmental Management Bureau of the Department of Environment and Natural Resources will be holding a Creative Selfie Contest on Water Conservation for the youth highlighting this year's World Water Day theme, "Water and Sustainable Development.

The main objective of the contest is to encourage the participation of the youth by sharing their thoughts about the importance of conserving water and protecting our water resources.

**WHO CAN JOIN**

The contest is open to young people of Metro Manila and nearby regions 3 and 4A aged 13-17 years old. Participation is free of charge. The theme is, "Water and Sustainable Development."

**MECHANICS:**

Eligible contestants must do the following:

1. Like the **National Search for Sustainable and Eco-Friendly Schools** on Facebook.
2. Take a creative selfie of efforts on water conservation, water body clean up drives or watershed rehabilitation activities in your school or community. (e.g. using a tumbler while brushing, estero clean ups in your barangay, tree planting along riverbanks)
3. Upload your photo and include the hashtag **#WWD2015PinasSelfie** from March 3– March 11, 2015. Include your name, location where the photo was shot and title of the photo in your entry submission.
4. Leave a message stating you have uploaded an entry along with your contact number and the link of your photo and wait for a confirmation from the DENR-EMB Contest Secretariat. Also include in the message as attachment, a certification duly signed by your teacher, stating you are a bonafide student of your school or a barangay certification stating your age and permanent address, if out-of-school.

5. Invite your family, relatives and friends to like both the **National Search for Sustainable and Eco-Friendly Schools** and your entry.

**Other contest rules are the following:**

1. Maximum of three (3) entries are allowed per contestant.
2. At the end of the contest period, the entries will be reviewed by a selected panel of three (3) judges from different fields of profession.
3. Entries will be judged based on the following criteria:

Relevance to the theme	-	40%
Creativity	-	25%
Impact	-	25%
Public Votes	-	10%
TOTAL	-	100%
4. There will be three (3) major winners. Php 5,000 for first prize; Php3,000 for second prize; and Php 2,000 for third prize. Five consolation prizes of Php1,000 each will also be given to selected entries.
5. Winners will be notified through their Facebook Account and the contact number provided to the DENR-EMB Contest Secretariat.
6. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.
7. Employees and immediate family members of DENR-EMB Central Office employees (parent, child, sibling and spouse and their respective spouses, regardless of where they reside) are not eligible to participate.
8. All submissions must be an original creation (an original is the product of one's own mind and is not a copy or imitation). Submissions must be original and may not have been published previously, in whole or in part, or have been submitted to any other contest or won any other award.
9. By entering the contest, the participants guarantee that they are the owners and producers of the submitted entries and that no third party ownership rights exist to the submitted entries which would restrict the rights granted here under.
10. Any submission that does not comply with any aspect of these Official Rules may be rejected and disqualified by the DENR-EMB.
11. No entries will be accepted by any method other than social media. All entries must be received during the Entry Period. Submissions received by the organizers after the end of the Entry Period will be rejected and will not be considered for judging. The organizer reserves the right to extend the length of the Entry Period in its sole discretion.
12. The ownership of all submitted entries will belong to DENR-EMB. The DENR-EMB reserves the right to use the photos for its environmental promotional and educational activities. ###