

Republic of the Philippines
Department of Education
REGION IV-A CALABARZON



ESSD-URM-2023-191


25 October 2023

Unnumbered Memorandum

**REQUEST FOR PARTICIPATION OF STUDENTS DURING THE
CELEBRATION OF THE "DAY OF THE FUTURE"**

To **Schools Division Superintendent of Cabuyao and Santa Rosa City**

1. In reference to the Memorandum of the Education Partnership Service (EPS) of DepEd Central Office dated October 4, 2023, this office, through the Education Support Services Division, requests the action of the Division Partnership Program Focal relative to the celebration of the "Day of the Future" simultaneous activity of the Embassy of Switzerland in the Philippines on November 9, 2023.
2. The Division partnership focal shall select a school near the Swiss Company (refer to the attached memorandum) for company immersion activities. Provide the region with the contact details of the school for coordination.
3. Travel and other incidental expenses of the learners' participants and chaperon shall be charged to available Program Support Funds, Local Funds, Maintenance and Other Operating Expenses (MOOE), Local School Board – Special Education Fund (LSB-SEF), and other fund sources subject to usual accounting and auditing rules and regulations.
4. For any questions or clarifications on the activity details, email the External Partnerships Service at externalpartnerships@deped.gov.ph, and ico@deped.gov.ph or call (02) 8637 6462.
5. Immediate dissemination of this Memorandum is desired.


ATTY. ALBERTO T. ESCOBARTE, CESO II
Regional Director

03/ROE2



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Republic of the Philippines
Department of Education
External Partnerships Service

Office of the Director

EPS No. _____, s.2023

MEMORANDUM

FOR : **WILFREDO E. CABRAL, CESO III**
Regional Director
DepEd, National Capital Region

TOLENTINO G. AQUINO, CESO III
Regional Director
DepEd, Region I

MAY B. ECLAR, CESO III
Regional Director
DepEd, Region III

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ARTURO B. BAYOCOT, CESO III
Regional Director
DepEd, Region X

ALLAN G. FARNAZO, CESO III
Regional Director
DepEd, Region XI

**CONCERNED SCHOOL DIVISION SUPERINTENDENTS
REGIONAL PARTNERSHIP FOCAL PERSONS
DIVISION PARTNERSHIP FOCAL PERSONS**

FROM : **FREDERICK C. ORTICIO**
Project Development Officer III
Officer-in-Charge, Office of the Director IV
External Partnerships Service

External Partnerships Service

GF Alonzo Building, DepEd Complex, Meralco Avenue, Pasig City

Telephone No. (02)8637-8638; 8636-7523; 8637-6462; Email: externalpartnerships@deped.gov.ph

SUBJECT : REQUEST FOR THE PARTICIPATION OF STUDENTS FROM SELECTED SCHOOLS FROM REGIONS I, III, IV-A, NCR, X AND XI DURING THE CELEBRATION OF THE "DAY OF THE FUTURE" ACTIVITY OF THE EMBASSY OF SWITZERLAND ON NOVEMBER 9, 2023

DATE : October 04, 2023

The Embassy of Switzerland in the Philippines will be holding its annual celebration of the **"Day of the Future"** activity, which will be held on November 9, 2023, Thursday at 8:30 a.m. For this year, the activity will be in collaboration with the Department of Education (DepEd) through the External Partnerships Service – International Cooperation Office, since the Embassy will be inviting selected learners from different schools located near the offices of some identified Swiss Companies.

This is an annual traditional special day in Switzerland where students are exposed to many career opportunities available to girls and boys. The Embassy will reproduce this event in the Philippines and select learner participants from grades 5, 6, and 7, will be given the opportunity to visit their offices. The companies will open their doors to children, give them a feel of the working environment and the kids are able to get to know more about the company, immerse themselves in different professional fields, discover new life paths and allow for a simulation on what it is like to work as an adult in the professional world.

We therefor seek your good offices' kind assistance in the following matters:

1. Identifying schools located near the identified Swiss companies' location, so it would be easier for the learner participants to visit the company; also
2. That the group of selected learner participants be accompanied by at least one (1) teacher per location:
3. Provide a transportation vehicle for the participants of this activity, through the concerned Divisions or Schools, whichever may be appropriate.
4. For **regions I, III, X and XI**, where the Swiss company - Holcim is located, as they intend to have 4 programs in different locations, below:

Location	Identified schools
a. La Union	<i>Quirino Elementary School</i>
b. Bulacan	<i>Sapang Kawayan Elementary School and Matictic Integrated School</i>
c. Lugait, Misamis Oriental	<i>Lugait Junior High School and Lugait Central School</i>
d. Davao City	<i>Sixto Babao Elementary School (* Tentative)</i>

External Partnerships Service

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5. The **Regional Partnership Focal Person (RPFP)** of regions I, III, IV-A, X and XI will be the focal and have their assistance on this simultaneous activity.

The said activity will start with a press conference, wherein, the attendees are the Chief Executive Officers (CEOs) of the different Swiss companies participating in the activity, whose offices will be visited by the learners, the Ambassador of Switzerland, and representatives from DepEd's External Partnerships Service, International Cooperation Office, together with the different invited learners from identified schools joining the "*Day of the Future*".

Media personnel will also be invited for the panel interview questions and coverage (*See attached tentative list*). Since, this is a **simultaneous activity**, other Swiss companies that are far from Metro Manila, will be requested to have their **own documentation** within their own companies and provide the Embassy copies of the documentation to be released to the press. Different media reporters will be assigned and deployed to certain Swiss companies to cover the events happening in their respective offices. It will be highly possible that not all Swiss companies will be covered by the media, because of the distance. Depending on willingness of media upon invitation.

Attached herewith is the concept note and program details of the event, for your reference.

For any questions or clarifications on the activity details, your staff may email our office at ico@deped.gov.ph or call at (02) 8637-6462.

Thank you very much and we look forward to your usual support and active participation in this activity.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra



Swiss
Cultural Fund
Philippines

The Day of the Future, November 9 2023

Communications Concept Note

Background:

Day of the Future is an annual traditional special day in Switzerland dedicated to children, the future of the world, being exposed to the many career opportunities available to girls and boys. During this day, companies and offices open their doors to children in the 5th, 6th, and 7th grade, where the kids are able to immerse themselves in different professional fields and discover new life paths. They are showed real work scenarios in an office or field, and allowed a simulation on what it is like to work as an adult in the professional world.

Rationale:

Many children transitioning to be teenagers or young adults find it difficult to navigate which career path they would like to take because often times, despite school and its programs, they are not aware of the many options life has to offer. *Day of the Future* aims to expose children to various professions and industries which can help them, even at an early age, observe and be aware of the world around them, and the possibilities that they have in their futures. The event is supported by the equal opportunity offices and Swiss companies here in the Philippines.

Bringing the *Day of the Future* to the Philippines will not only help Filipino children start discerning their future career paths, but will also expose them to gender equality in career choice, the importance of sustainability in companies, and how crucial it is to have healthy working environments. By exposing Filipino students to various professions and industries at an early age, they can make more informed decisions about their future careers, which can also aid their drive and perseverance in their school performance.

In collaboration with the Department of Education's International Cooperation Office (DepEd ICO) and various Swiss company partners, this project calls for exposure through both traditional media and social media, to provide public knowledge on the pilot run of *Day of the Future* in Philippine schools, and give opportunity for this project to prosper and ideally repeat in the years to come.

Objectives:

The project concretely aims to achieve the following:

1. Give media and public visibility for the activities conducted by the companies.
2. Showcase the potential that the Day of the Future has for the students participating, how it benefits their education
3. Promote the collaboration of DepEd and Switzerland, and the contribution of the different Swiss companies involved;

Project:

Press Conference

- **WHERE:** 3F Conference Hall, BDO Equitable Tower, 8751 Paseo de Roxas, Makati City
- **WHO:** DepEd (Secretary or USec), representatives of Swiss companies, the Swiss Embassy and school representatives
- **WHEN:** November 9, 2023 (THURSDAY); 9:00AM – 10:00AM

- **ATTENDEES:** Media will be invited for panel interview questions and coverage (see tentative list below)
 - Philippine Star
 - Manila Bulletin
 - Philippine Daily Inquirer
 - CNN
 - Rappler
 - PNA
 - Esquire PH
 - Daily Tribune
 - Business Mirror
 - GMA News
 - Business World
- **Tentative program:**
 - 8:45-9:00 – Arrival of guests
 - 9:00 – Official start of program (c/o MC)
 - 9:05-9:10 – Message from the Department of Education (DepEd Undersecretary Michael Poa, Spokesperson)
 - 9:15-9:20 – Welcome message from the Ambassador of Switzerland, Dr. Nicolas Brühl
 - 9:20-9:45 – Quick remarks from all companies involved (3' per company)
 - 9:45-10:00 – Media Q&A
 - 10:20-Onwards – Closing remarks and snacks to be served

Media trip to different schools

- Different media reporters will be assigned to certain Swiss companies to cover the events happening;
 - *It will be highly possible that not all Swiss companies will be covered by the media because of the distance. Depending on willingness of media upon invitation, we will be assigning a press conference media group and a company tour media group.*
- Swiss companies that are far from Metro Manila will be requested to have their own documentation in their companies, and provide the Embassy copies of the documentation to be released to the press.


Video to be posted after the event


- The Embassy will be requesting each Swiss company to provide short clips and videos of the events that happened in their offices, which will be compiled by the Communications Officer of the Swiss Embassy and will be posted a few days after, in the Embassy's social media pages.




The Day of the Future, November 9 2023


Overview of the activities


Company:	Endress + Hauser (Philippines) Inc.	Endress+Hauser 
Venue:	Unit 803, One World Place Bld., 32nd St., BGC 1630 Taguig City	
Program:	Endress+Hauser group introduction and showcasing the importance of measurement instrumentation in the process industry based on our exhibition model. Insides into the tasks and responsibilities of our Field Service Engineers (incl. hands on troubleshooting at instruments) Internal Sales Engineers and Sales Account Manager Kahoot learning quiz with raffle	
Number of Students:	max 15 kids	


Company:	ERNI	
Venue:	Shaw 500 Zentrum, Shaw boulevard, Mandaluyong City	
Program:	ERNI will introduce coding, resp. computer programming to the kids.	
Number of Students:	max 20 kids	


Company:	Impact Acoustic	IMPACT ACOUSTIC®
Venue:	Laguna Technopark, Sta Rosa Laguna	
Program:	The kids will be taught the functions and responsibilities of the different departments before being asked to conduct activities. The Marketing Department will for example draft social media post to promote the products of the company.	
Number of Students:	max 12 kids	


Company:	Ivoclar Vivadent	
Venue:	Cabuyao Laguna	
Program:	Dental manufacturing tour of the facility	
Number of Students:	max 50 kids	

Company:	Nestlé	 needs YOUth
Venue:	Cabuyao Factory	
Program:	The program aims to overcome gender stereotypes in the Technical industry. The program will contain a guided tour of the facility, talks about being a female leader and about sustainability.	
Number of Students:	max 30 kids, preferably female, 14 to 17 years old. If possible coming from improvised school (Tondo?)	

Company:	Novartis	
Venue: School)	Philippine Genome Center (Students from Philippine Science High School)	
Program:	Several subject matter experts and professionals from the Genome Center will be invited to demonstrate career options in gene therapy, then promote their chosen profession, and engage the students through an onsite facility tour.	
Number of Students:	30 to 50	

Company:	Roche	
Venue:	BGC, Taguig	
Program:	Roche will give a tour of their office and plan interactive session showcasing the different professional perspective within Roche.	
Number of Students:	35	

Company:	SGS	
Venue:	SGS Office, Chino Roces, Makati	
Program:	SGS will give a tour of their office and introduce the kids to safety and sustainability. Also a tour of the laboratory will be given.	
Number of Students:	20	

Company:	Embassy of Switzerland in the Philippines	 <small>Schweizerische Eidgenossenschaft Confédération suisse Confederazione Svizzera Confederaziun svizra</small>
Venue:	Embassy, Makati	
Program:	The kids will be introduced to diplomatic and consular work through hands-on activities.	
Number of Students:	15	



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On Mon, Sep 25, 2023 at 3:40 PM Santelices Sofia EDA SASOF <sofia.santelices@eda.admin.ch> wrote:
 Dear Mr. Ortico,

Good afternoon!

Attached is the updated program of the companies to be involved in the Day of the Future. Drawing your attention Holcim, as they intend to have 4 programs in 4 different locations:

1. La Union : Quirino Elementary School
2. Bulacan : (1) Sapang Kawayan Elementary School; (2) Maticc Integrated School
3. Lugait : (1) Lugait Junior High School; (2) Lugait Central School
4. Davao* : Sibto Babao Elementary School (* Tentative)

According to Holcim, they have very good relationships with the schools and they are able to coordinate directly for and arrangements. They can also provide transportation for all students and schools for the day. They would like to end if you have any special requests.

Additionally, we would like to follow up on the list of schools participating in the event. We hope to receive them by the companies can prepare their programs.