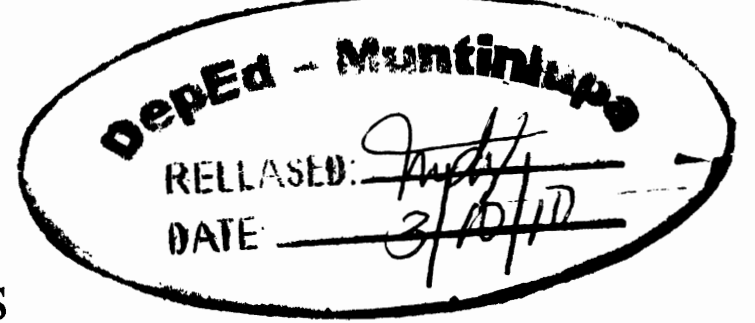


Republic of the Philippines
Department of Education
National Capital Region
DIVISION OF CITY SCHOOLS
City of Muntinlupa



March 8, 2010

Division Memorandum
No. 81 s. 2010

EARTH DAY 2010 CELEBRATION

To: Division Supervisors / Coordinators
Heads, Private / Public Elementary / Secondary School Principals

1. Pursuant to DepEd Memorandum No. 65 s. 2010, the 40th year celebration of Earth Day on April 22, 2010 will be jointly sponsored by the Earth Day Network Philippines and the Department of Education. This year's theme is ***Hamon ng Panahon: Climate Change, Sampung (10) Milyung Solusyon (Kilos na! Ngayon na!)***. Pupils and students should begin to realize that the crisis of water depletion and contamination, air pollution and land degradation is the accumulated effect of the misuse and abuse of one's life-sources. Symbolic of these are the on-going consequences of climate change (e.g. increasing rainfall, sea level rise, rising temperature and more extreme weather) that threaten the existence and future of mankind.

2. The objectives of this year's celebration are to:

- a. instill in the learners that everyone must assume responsibility for the adverse impacts on the environment of each one's actions. This can be done by committing oneself to simple personal doable green acts (please see Enclosure No. 1 for suggestions on what each individual can do and Enclosure No. 2 on what schools can do).
- b. understand that the environment is not about birds, the trees and the bees: rather it is about sustaining itself, and its sources – Lupa, Araw, Hangin at Tubig (LAHAT); and
- c. sign up to commit to effect personal behavioral changes and be part of The 10 Million Movement for the Environment. (Every School Heads should consolidate the commitment of the teachers, students and parents by filling up the enclosed form – Enclosure No.3).

3. In this connection, schools are expected to do the following:

- 3.1 Enlist the commitments of everyone, teachers, parents students and others to make a stand for the integrity of creation by joining the 10 Million Movement which should be submitted to the Schools Division Superintendent **on or before March 30, 2010,**
- 3.2 School Heads to submit a Report on the School Inside a Garden (SIGA) per DECS Memorandum No. 77, s. 1995,
- 3.3 Report on Community Service Component of Citizenship Advancement Training (CAT) per DepED Order No. 50, s. 2005 particularly on addressing environmental concern.

4. These commitments and reports from the schools will be sent to:


Hon. Antonio A. Innocentes
Undersecretary for Teachers' Welfare Department of Education
DepEd Complex, Meralco Avenue, Pasig City

5. Likewise, in cooperation with Earth Day Network Inc., a poster-making contest related to the theme shall be conducted nationwide both for public and private secondary schools.

5. A culminating program shall be held at the Bulwagan ng Karunungan in the form of symposium featuring special numbers depicting the theme to be participated by students/teacher leaders and selected Education Supervisors and Master Teachers.

6. For more details, you may visit our website at www.depedmuntinlupa.com.

7. Immediate and wide dissemination of this Memorandum is earnestly desired.


DOMINICO C. IDANAN, Ed. D.
Officer – In – Charge
Schools Division Superintendent

Encls. : as stated

References: DepEd Memorandum 65, s. 2010

Allotment: 1-(D.O. 50-97)

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

Campaign

Celebrations & Festivals

Environmental Education

School

Students / Pupils

Teachers

4. In cooperation with the Earth Day Network Inc., a poster-making contest related to the theme shall be conducted nationwide both for private and public schools, secondary level (Enclosure No. 4).
5. A culminating program shall be held at the Bulwagan ng Karunungan in the form of a symposium featuring special numbers depicting the theme. This will be participated by student/teacher leaders and selected Education Supervisors and Master Teachers (a separate Memorandum shall be issued).
6. Immediate dissemination of this Memorandum is desired.



JESLI A. LAPUS
Secretary

Encls.:

As stated

Reference:

DepED Memorandum: No. 123, s. 2006

Allotment: 1- -(D.O. 50-97)

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

CAMPAIGN
CELEBRATIONS & FESTIVALS
ENVIRONMENTAL EDUCATION
SCHOOLS
STUDENTS
TEACHERS

R-Maricar/DM-Earth Day
02-09-10

The 10 Million Movement



Be one with us in campaigning for Mother Earth! Let us make a stand for the integrity of creation by joining the 10 Million Movement. Let us also ask, encourage and inspire our family members, relatives, friends, classmates, neighbors, officemates,

acquaintances to do the same and become a critical mass of individuals championing the environment.

Change Begins Within Us! Understanding that the Environment is not about the birds and the bees; rather, it is nothing less than about Life itself, and the Sources of Life: Lupa, Araw, Hangin at Tubig (LAHAT). "Ang L.A.H.A.T. ng bagay ay magakaugnay!"

People should begin to realize that the crisis of water depletion and contamination, air pollution and land degradation is the **accumulated effect of or misuse and abuse of these Life-Sources**. Symptomatic of this are the ongoing climate changes that threaten the existence and future of human life.

Who may Enlist? Any Filipino who will commit to effect personal behavioral change such as, but not limited to:

- reducing one's use of energy by switching off lights when not in use or changing light bulbs to low wattage ones.
- reducing material consumption to avoid wastage
- managing one's wastes properly by reusing, reducing and recycling
- segregating biodegradable, recyclable and residual waste
- promoting and patronizing collective and non-pollutive modes of transport
- planting trees vegetables and other plants whenever possible
- actively advocating to make Environment a top priority agenda of our Country
- electing only leaders who recognize and understand that "Environmental Security is the highest form of National Security"

How to Enlist?

I. Through paper registration:

- Please refer to Annex I. You may opt to change the form by adding your logos and by expanding the choices. We only request that the basic information remains such as Name, Location and Contact Information for verification purposes. We request that the forms be submitted **on or before the last week of March** to:

Earth Day Network Philippines, Inc.
National Ecology Center, East Ave.,
Brgy. Central, Diliman, Quezon City 1101 Philippines
Telefax: (02) 332-6030
Email: secretariat@earthdayphils.org

II. Through the web:

- One may also register and be counted through the worldwide web by logging on to www.10mmovement.ning.com; or

III. Through text:

- You may also register by texting *GREEN (space) REG (space) first name (slash) middle initial (slash) last name (slash) 10mm* and send to 5777 (Example: **GREEN REG Juan/C/De la Cruz/10MM**)

Year 2010: International Year on Biodiversity

The United Nations proclaimed 2010 to be the International Year of Biodiversity, and people all over the world are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss. It is, therefore, encouraged that you take into consideration the same in planning for events on Earth Day.

You are an integral part of nature; your fate is tightly linked with biodiversity, the huge variety of other animals and plants, the places they live and their surrounding environments, all over the world.



You rely on this diversity of life to provide you with the food, fuel, medicine and other essentials you simply cannot live without. Yet this rich diversity is being lost at a greatly accelerated rate because of human activities. This impoverishes us all and weakens the ability of the living systems, on which we depend, to resist growing threats such as climate change.

The International Year of Biodiversity is a unique opportunity to increase understanding of the vital role that biodiversity plays in sustaining life on Earth. On the pages of this website, you will be able to find out a bit more about the International Year of Biodiversity.

Visit the pages to find out more: www.cbd.int/2010/welcome/

The important role biodiversity plays in our lives and what is happening to it.
What people are doing around the world to combat biodiversity loss
How people are celebrating the International Year of Biodiversity
Some of the resources available to you in your celebrations

Take Action in 2010 and beyond, because
Biodiversity is life
Biodiversity is our life

Make a difference

We encourage all organizations, communities, churches, government agencies and companies to celebrate Earth Day. It is now widely celebrated around the world as a collective expression of public will to create a sustainable society.

Earth Day activities educate and mobilize people worldwide to protect and appreciate the environment, rekindling public commitment and involvement in this endeavor across all social sectors. Involve your citizen groups, local governments, businesses, neighborhoods, schools, college campuses, and faith-based groups. Individual and collective choices that reflect environmental values and broaden public support result in sweeping changes.

Earth Day helps expand and strengthen networks of community groups. As an annual event bringing people together, Earth Day events inspire changes that bring ongoing benefits to the community.

Together, we are stronger

The strength of Earth Day is the diversity of people participating from different communities worldwide. In our experience, the best events are those in which organizers team up with others and take input from all players involved.

Don't try to organize your event alone—that is the direct route to burnout. Instead, encourage others to take leadership roles and delegate activities. Share the excitement and fun with others and you will create an Earth Day event where the enthusiasm is contagious. That is why we are called a *network!*

To show our solidarity with the rest of the Network, we encourage everyone to use the Earth Day 2010 logo which can be downloaded from EDNPI's website, www.earthdayphils.org, or you may request a high resolution jpeg copy from the Secretariat by emailing them at secretariat@earthdayphils.org.

Register your Events

Every year, over one hundred events are registered with the National Registry of Events for Earth Day. As a member-partner for Mother Earth, we are excited to know what you are doing on Earth Day.

Enlist your Earth Day 2010 event now by emailing the following details to secretariat@earthdayphils.org attention "Executive Director".

Event/Project Name:
Focus Area:
No. of Expected Beneficiaries: (if there are any)
Date & Venue:
Partners/Stakeholders:
Brief Description of the Event/Project:

Once received, EDNP Secretariat will respond to you confirming the same. Your event will then be included in the [National Events Registry](#) posted on the website.

Register or Update your Membership

We invite you and your networks to join the ranks of NGO's, PO's, Businesses, Churches and Academic Institutions to become part of Earth Day Network Philippines. Kindly fill-up the EDNP Membership Form (**Please refer to Annex II**) and email the same to secretariat@earthdayphils.org.

Once received, the Executive Director will respond with an official letter and a Certificate of Membership. Your organization's name will, thereafter, be enrolled onto the roster of members of Earth Day Network Philippines.

There are no fees or charges to become a member, the only qualification is that your organization or company commits to conserve, protect and restore the environment in the areas you are operating or in other priority areas.

Share with us

Starting this year 2010, EDNPI will be releasing a quarterly E-newsletter. We, therefore, request that you share with us your organization's successes and advocacies. Please include images and pictures depicting the project or activity. Any projects, activities that you are pursuing for Mother Earth need to be shared with the rest with the Network.

The E-newsletter will be published every April for the first quarter, July for the second quarter, October for the third quarter and January of the following year for the last quarter. Please email any write-up to the Executive Director through EDNPI's email secretariat@earthdayphils.org.

SUCCESS STORIES

What happened last year?

For Earth Day 2009, hundreds of thousands of Filipinos attended events under the theme, *"Tubig at Lupa Buhehin, Hangin Linisin, Batas Tugarin"*. More than 150 events registered nationwide and many more have championed the cause of Mother Earth.

It generated calls to legislators and governments demanding a moratorium on coal, investment in renewable energy, building efficiency, and measures to protect the poor and the middle class from unfairly bearing the cost of solving the climate crisis.

It brought about different events from environmental action such as clean-ups and tree-planting to cultural and even faith-based events.



Here are some of the events of Earth Day 2009.

The Earth Day 2009 Main Event is the National Partnership Event between Earth Day Network Philippines and the Department of Environment & Natural Resources (DENR). The venue of the Main Event was the Concert Venue of SM Mall of Asia in Pasay City. The

highlight of the event was the annual State of the Philippine Environment Address of the DENR Sec. Jose Atienza, Jr. The event also had a children's environmental fair spearheaded by the Environmental Management Bureau of the DENR and supported by the Haribon Foundation, ResToeRun and USAid to name a few. The event was specially made memorable to the children by the appearance of ABS-CBN's Matanglawin, Kuya Kim Atienza, who brought with him animals to show the children.

The Firefly Brigade took their bikes to the streets once again to call on the implementation of the Clean Air Act as well as to advocate for the switch to using alternative modes of transportation.



The Sagip Pasig Movement once again held the Annual Pasig River Fluvial Parade. Together its members and partners and sailed through the Pasig River to call attention to the state of the said river due to neglect.