



MC No. 10, s. 2018

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 : Promotion of ASEAN Awareness and Observance of ASEAN Month

Pursuant to Proclamation No. 282 dated July 31, 2018, (Amending Proclamation No. 1008 dated May 21, 1997) declaring the month of August as "ASEAN Month," agencies of the government are enjoined to initiate and implement programs and activities that would "help generate awareness and public support in promoting the observance of ASEAN Month in the various offices, schools, universities, local government units, and business establishments."

To further build on the awareness on ASEAN among Filipinos generated by last year's Philippine Chairmanship, government agencies are encouraged to expand their commemorative programs and activities to the whole month of August and to add more focus in their messaging on how ASEAN integration and community-building has provided concrete benefits to the people.

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

Local Government Units are also encouraged to promote and cascade ASEAN Awareness down to the barangay level and to implement/provide support to ASEAN-related programs and activities in their community.

Further information on ASEAN is available on the website www.asean.org. Agencies may also coordinate with the Department of Foreign Affairs or the Presidential Communications Operations Office and the Philippine Information Agency for information/materials on the Philippine's participation in ASEAN.

Agency heads are also reminded of their compliance with CSC MC. No. 6, s. 2016 issued on February 29, 2016 enjoining agencies to participate in the continuing information campaign on ASEAN by, among others:



Bawat Kawani, Lingkod Bayani

- inclusion of the singing of the ASEAN Anthem in the first flag ceremony of the month;
- sharing 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 the level of awareness among their officials and staff; and,
- wearing ASEAN-inspired attire coinciding with the flag raising ceremony mentioned above.

For compliance.


ALICIA dela ROSA-BALA
Chairperson

16 JUL 2018