



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
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Diliman Quezon City



March 31, 2008

MEMORANDUM CIRCULAR

NO. 2008-54

TO : ALL PROVINCIAL GOVERNORS, CITY/MUNICIPAL MAYORS,
PUNONG BARANGAYS, DILG REGIONAL/
PROVINCIAL/CITY DIRECTORS, FIELD OFFICERS AND
OTHERS CONCERNED

SUBJECT : GUIDELINES IN DOCUMENTING GOOD PRACTICES AND
PREPARING ADVOCACY MATERIALS FOR REPLICATION
AND OTHER RELEVANT PURPOSES

I. PREFATORY STATEMENT

In the area of good governance, replication of good practices has been considered as an effective strategy. It helps facilitate achieving LGU's goal of improving the delivery of basic services as mandated by law as well as in meeting the Millennium Development Goals (MDGs), other international declarations, and national directives.

The concept of replication has been adopted through the "**Good Practices in Local Governance: Facility for Adaptation and Replication**" (GO-FAR) Project of DILG. It establishes doable strategies and mechanisms that will help LGUs undertake the whole scope of the replication process. However, sustainability of the replication process depends greatly on the wealth of information or database on good practices available for other interested LGUs. Emerging trends show that there are a number of LGUs that have good practices which are good materials for replication. There is a need, therefore, to assist enhance the capacities of these potential/model LGUs in story-writing their innovative programs/projects to supplement government's effort of institutionalizing knowledge management and promotion of good practices for replication purposes.

One major component of the replication process under GO-FAR is documenting the good practice. Replication can not proceed unless the good practice is well-documented. The **Reference Document** which is the product of documentation serves as the basis in the preparation of the *Facilitators' Guide* and *Generic Agenda* in the conduct of Replication Inception Workshop (a structured peer-to-peer learning process). The reference document is very vital in the replication process as this will help the replicating LGU understand how the project was implemented.

II. PURPOSE

The main purpose of this circular is to guide the DILG GO-FAR Teams and Field Officers to effectively story-write good practices of LGUs in a simply structured and 'easy to follow' format for replication and other purposes, as well as prepare the corresponding advocacy material for social marketing.

III. UNDERSTANDING SOME BASIC CONCEPTS AND FEATURES OF A GOOD PRACTICE

- A. **GOOD PRACTICE DEFINED.** Generally, a **good practice** is a project or policy initiated by an LGU which produced both tangible and intangible impact on the lives of the people as well as improved local government operations or delivery of services. It pertains to an innovative technique or methodology introduced by an LGU which has been proven to be an effective, efficient and relevant way of addressing a particular issue/challenge on local governance and which can be easily replicated by other local governments.

B. CRITERIA OF A REPLICABLE GOOD PRACTICE

To facilitate documentation of good practices, the identified model LGU shall assess its good practice in terms of replicability based on the established criteria, to wit:

- LGU-initiated
- Simple and implementable in a short time frame of a maximum of 18 months
- Proven and effective solutions to common LGU problems
- Demonstrated level of sustainability (with a minimum of 3 years)
- With least possible cost and effort to replicate
- The practice is conducive to achieving results such as addressing national directives/policy thrusts, the Millennium Development Goals, and other international commitments; LGU exercise of corporate powers; LGU anti-red tape and revenue generation-related innovations; local disaster risk management programs; inter-LGU cooperation for integrated local development; etc. and
- The practice/project has potential for multiplier effect or further replication.

IV. GENERAL GUIDELINES IN DOCUMENTING AND PREPARING AN ADVOCACY MATERIAL OF A GOOD PRACTICE

A. GUIDELINES IN DOCUMENTING A GOOD PRACTICE

1. To ensure completeness in the production of the reference document, the Documentors shall be guided by the following requirements:

- 1.1 **Total length of Reference document** - short, direct to the point, and between 8-10 pages (excluding appendices).

1.2 PARTS OF THE REFERENCE DOCUMENT

- a) **Title** – this should reflect the major theme of the project; short; direct to the point; and includes the name of the LGU and the Province it is located.
- b) **Summary (300 words or ½ page)** – this should give a general overview of the project/initiative; explains the strategy, methodology and stakeholders involved; and identifies major accomplishments and impact to the LGU.
- c) **Project Description (300 words or ½ page)** – this should state the reason or the purpose for the practice/project. This includes the rationale (the main problems, consequences, attempted solutions) and the objectives (what did the practice set to address/accomplish).
- d) **Project History (150 words or ¼ page)** – this should describe how the project was initiated; including who championed it; process for setting goals and determining the strategy/methodology (how and by whom); and the period it was implemented.
- e) **Results (300 words or ½ page)** – these should highlight the main accomplishments; describe the extent of which objectives were met; identify indicators to measure result; and identify impact of the project.
- f) **Key Implementation Steps (up to 2,400 words or 4 pages)** – these should describe in chronological order the chain of events in implementing project. A typical project may have **5-8 main implementation steps** and each of these steps can be broken down in more detail with a few sub-steps or activities relating it. Each main step will have to indicate the main output; procedures, tools, techniques, systems or structures needed to be in place; people to be involved and why; required budget and when; and other resources required. This part shall also present lessons learned indicating what really worked and what didn't.

A matrix maybe used to capture key information about each step at a glance

Implementation Steps	Main Output	Who are Involved	Timeframe Required	Resources Needed
*Step 1	-	-	-	-
- Sub-step 1	-	-	-	-
- Sub-step 2	-	-	-	-

g) **Analysis** – (900 Or 1.5 pages) – this should include identification of specific opportunities and limitations, and solutions applied; sustainability factors of the practice/project such as cultural, social and economic, environmental, and financial; and explanation of the importance and significance of the practice/project relative to the context it was implemented.

h) **Lessons Learned and Replicability of the Experience** (300 words or ½ page) – these should describe the general lessons learned about the whole practice/project and their influence on subsequent planning. What worked / what didn't.

1.3 **Use of photos/illustrations** – The reference document shall use photos (at least 2) and available illustrations to illustrate the process and the accomplishments (e.g. photos of training sessions, community participation, illustration used in advocacy campaign, equipment provided, and others). Photos can be included in the Implementation Steps section or the Results Section.

B. GUIDELINES IN PREPARING AN ADVOCACY MATERIAL OF A GOOD PRACTICE

To ensure effective marketing of the good practice for replication, a two-page (back-to-back) advocacy material shall be prepared based on the Reference Document. The following are the guidelines in preparing the advocacy material:

1. Major Parts of the Advocacy Material

a) **Title of the Good Practice** – This should reflect the major theme of the project, short and direct to the point and includes the name of the LGU

Example:

“Get Your Business Permits in One Hour at Cabuyao’s One-Stop-Shop” Cabuyao, Laguna

b) **Description of the Practice** - A one or two-sentence paragraph describing the project or stating the reason why

the project/practice was implemented. It includes the name of the LGU and the key stakeholders.

- c) **Concerns and Issues-** In bullet and sentence form, enumerate the major issues and concerns that the practice is addressing.
- d) **Objectives of the Practice** - In bullet form, enumerate the specific objectives or purposes of the practice.
- e) **Steps in Implementing the Good Practice** - In numerical/chronological order, enumerate the key or major steps used in implementing the practice.
- f) **Results/ Benefits** -In bullet form, enumerate the main accomplishments as to extent the purpose and objectives of the project/practice were met.
- g) **Who can replicate this practice?** In sentence and/or bullet form, indicate the type/category or condition of an LGU that qualifies to replicate such practice.
- h) **Contact Person** - At the back of the document, indicate the name of the focal person whom an interested LGU can contact for more information relative to the practice. (e.g. the name of the Mayor). It should include the position, address, and the contact number (landline or mobile phone and email address).

IV. DELINEATION OF ROLES

A. Regional GO-FAR Team/Field Officers

1. The DILG GO-FAR Team shall conduct an orientation on the GO-FAR Replication process to all Field Officers including DILG's assistance in documenting the LGU's good practice;
2. All DILG Field Officers in their respective areas of jurisdiction shall identify award and non-award winning good practices for documentation;
3. The DILG GO-FAR Team and Field Officers concerned shall conduct briefing on the documentation process for the identified model LGU;
4. The DILG Field Officer concerned shall document the LGU's good practice guided by the GO-FAR template;
5. Submit the draft reference document to the Model LGU key stakeholders for comments and recommendations;

6. Upload the final version of the good practice reference document to the website of the Local Governance Resource Center (LGRC);
7. Promote the documented good practice within the region thru the LGRC or LGU-based advocacy; and
8. Furnish the BLGD a copy of the final version of the Reference Document.



B. Model LGU

1. The Local Chief Executive shall direct the concerned Project Team, local departments and other stakeholders to provide the DILG documentor all the necessary data/information related to the good practice to be documented such as:
 - ❖ LGU socio economic profile
 - ❖ History of the project
 - ❖ Results of the Project
 - ❖ Financial requirements of the project
 - ❖ Completion report on the project (figures and tables and impact),
 - ❖ Processes/steps in project implementation;
 - ❖ List of awards/citations /testimonies if any
 - ❖ Pictures (before and after the project was implemented)
 - ❖ Other related documents (e.g. training designs, MOA, etc.)
2. Before the finalization of the Reference Document, the Model LGU shall review the draft and provide comments and recommendations as to the content and accuracy of data.
3. Upload the final version of good practice reference document to the LGU web site, if any.

All DILG Regional Directors are hereby directed to cause the widest dissemination of this Circular within their respective jurisdictions.

For more information and technical support, all interested LGUs may communicate with the concerned DILG Regional Director- Attention GO-FAR Team or the BLGD GO-FAR Team at telephone nos. (02) 9299215/35 and fax no. (02) 9277852.

For the guidance of all concerned.


RONALDO V. PUNO
Secretary 



Republic of the Philippines
DEPARTMENT OF THE INTERIOR
AND LOCAL GOVERNMENT

IN REPLYING, PLS CITE:

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