



Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
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REVISED GUIDELINES ON THE IMPLEMENTATION OF FEDERALISM-RELATED INFORMATION ADVOCACY CAMPAIGN ACTIVITIES

Memorandum Circular No. 2018-79
Date: May 25, 2018

1.0 Background

- 1.1. The national government, under the leadership of President Rodrigo R. Duterte, has identified as one of its policy thrusts, the transition from a unitary to a federal form of government. In his 2016 State of the Nation Address, President Duterte directed the Department of the Interior and Local Government (DILG) to undertake a nationwide information campaign on Federalism.
- 1.2. In compliance to the presidential directive, the DILG has initiated the One Nation, Decentralized Government: Transition to Federalism Project in 2017. It aims to increase public awareness on Federalism, propose policy recommendations and submit official DILG positions on certain aspects of the transition. Specific for this purpose, the Department also created the Center for Federalism and Constitutional Reform Project Management Office (CFCR-PMO) thru Unnumbered Memorandum dated 29 January 2018 of the OIC SILG Eduardo M. Año.
- 1.3. As the lead agency of the national government's public awareness initiative, the DILG will employ measures that will enhance stakeholders' awareness on Federalism and safeguard from ill-intentioned or misguided actions of individuals or groups.

2.0 Purpose

- 2.1 The purpose of this policy is to ensure that all Federalism-related information campaign initiatives of all DILG operating units, regional and field offices, as well as local governance stakeholders, are implemented within the standards and parameters set by the DILG in terms of content, activities, and resource management.
- 2.2 The policy also aims to provide guidance, direction and institutional arrangements between and among DILG Central Office operating units thru the CFR-PMO and Regional and Field offices on activities relating to the One Nation, Decentralized Government: Transition to Federalism Project

3.0 Scope and Coverage

- 3.1 This policy shall cover all information campaign activities for local government units (LGUs), LGU officials, and their constituents, implemented by the DILG Regional and Field Offices, and those by civil society organizations duly accredited by the DILG as advocacy partners.
- 3.2 This shall also cover policy development undertaken by the DILG in partnership with government and non-government institutions and stakeholders that aims to provide policy recommendations and official Department positions on certain aspects of the transition to federalism project.

transition to federalism project.

4.0 Definition of Terms

For purposes of this Memorandum Circular, the following terms shall be defined as:

- 4.1 Information campaign activities - refer to activities aimed at enhancing the awareness and knowledge of local government officials, functionaries and citizens on Federalism. These include, among others, orientation sessions, seminars, knowledge exchange sessions, focus group discussions, forums and symposia.
- 4.2 Civil society organizations (CSOs) - refer to non-state and non-profit associations that work to improve society and the human condition. These groups include the following:
 - 4.2.1 Non-Governmental Organizations - non-stock, non-profit organizations that work with different sectors and communities, promoting their general welfare and development; provide a wide range of services for people's organizations; and tend to operate with a full-time staff
 - 4.2.2 People's Organizations - associations with a defined leadership structure and membership which promote public or sectoral interest. These are often formed among the disadvantaged sectors of society
 - 4.2.3 Indigenous People's Organizations - private, non-profit, voluntary organization of members of indigenous cultural communities or indigenous peoples
 - 4.2.4 Cooperatives - autonomous and duly-registered association of persons with a common bond of interests who have voluntarily joined together to achieve a shared goal through making financial or resource contributions, patronizing products and services, and accepting the risks and benefits of shared initiatives.
 - 4.2.5 Civic Organizations - local service clubs, fraternal societies or associations, volunteer groups, or local civic leagues or associations which operate exclusively for educational or charitable purposes, including the promotion of community welfare.
 - 4.2.6 Professional Groups - duly-incorporated non-stock organization of registered professionals established for the benefit and welfare of the professionals of one discipline
- 4.3 Accreditation - refers to the granting of authorization to a CSO to conduct or implement information campaign activities for local governance stakeholders

5.0 Policy Content and Guidelines

- 5.1 To ensure comprehensiveness and inclusiveness of the project outputs, the DILG shall adopt a participative, multi-stakeholder approach to the implementation of the project. As such, it will involve the participation of various stakeholders in as many activities as possible.
- 5.2 Suggested information campaign activities:

5.2.1 Activities initiated by the DILG Central Office thru the CFCR-PMO

5.2.1.1. DILG Central office operating units may develop and conduct information campaign activities they deem necessary to effectively promote and educate LGUs and other stakeholders on Federalism, provided that these activities are reflected in their approved work plans and developed in coordination with the CFCR-PMO

5.2.1.2. The CFCR-PMO shall involve DILG Central Office operating units thru their officially designated representatives as reflected in the Department Order duly issued for the purpose, in all its activities and operations to ensure harmonization and consistency in action and policy directions. A Project Steering Committee composed of the USLG as Chair and the Assistant Secretary for Communication and Public Affairs (ASCPA) as Vice Chair with DILG Central Office Unit Directors as members shall oversee and provide policy guidance to the CFCR-PMO and its operations.

5.2.2 Activities initiated by DILG Regional and Field Offices

5.2.2.1 DILG regional and field offices may develop and conduct information advocacy campaign activities they deem necessary to effectively promote and educate LGUs and other stakeholders on Federalism, provided that these activities are reflected in their approved work plans.

5.2.2.2 DILG Regional Offices (ROs) must submit to the ASCCDPA through the CFCR-PMO, their proposed work plans reflecting the suggested activities at the regional and field levels and the corresponding budgetary requirements. Approved work plans shall serve as the basis for the sub-allotment of funds to the ROs.

5.2.2.3 Requests for revisions in the work plans, along with justification for such, must be submitted to CFCR-PMO for the approval by the ASCPA. CFCR-PMO will notify the ROs upon approval of the revised work plan.

5.2.2.4 DILG ROs and Field Offices (FOs) are encouraged to conduct the following activities:

- Consultation meetings with interest groups (i.e. indigenous peoples' groups, business sector, religious organizations etc.)
- Development of information, education and communication (IEC) materials/campaigns with media organizations
- Symposia with student/youth groups or organizations
Presentation/discussion of Federalism concepts/concerns during meetings of the regional development council or leagues of local governments

5.2.2.5 DILG ROs and FOs may conduct information advocacy campaign activities in partnership with accredited advocacy partners.

5.2.2.6 Reports of accomplishments must be submitted to CFCR-PMO

on or before the fifteenth (15th) day after the end of the activity.

5.2.3 Activities initiated by CSOs

5.2.3.1 CSOs may conduct information advocacy campaign activities for LGUs provided that they have been accredited by the DILG to do so.

5.2.3.2 Prior to the conduct of Federalism information campaign activities, accredited advocacy partners must coordinate with the DILG RO or FO in their respective areas, their proposed schedule(s). DILG Field Officers will then assist the advocacy partners in coordinating with the LGUs their proposed activities.

5.2.4 Activities initiated by LGUs

5.2.4.1 LGUs may conduct their own information advocacy campaign activities provided that these are coordinated with the DILG FO. The DILG Field Officers shall guide the LGUs on the key messages and content to be delivered in the information campaign activities to ensure that these are consistent with those set by the Department.

5.2.4.2 LGUs are enjoined to implement or conduct Federalism information campaign activities only with DILG accredited advocacy partners. This is to ensure that information communicated or disseminated on Federalism are aligned with the key messages and content parameters of the DILG.

5.3 Unified messages and IEC materials content

5.3.1 In order to ensure consistency in the content or messages that will be delivered in the information campaign activities, the CFCR-PMO in coordination with the different DILG Central Office Units will spearhead the development of a communications plan that will identify the key messages and content parameters that should be followed in all information campaign activities.

5.3.2 The CFCR-PMO will develop IEC materials that will be communicated to all ROs and FOs for dissemination. Localization of IEC materials may be done (i.e., translation to local dialect, conversion to other medium) but must remain aligned to the key messages and prescribed content.

5.3.3 The CFCR-PMO in close coordination with LGA shall be responsible for training accredited advocacy partners' resource persons on DILG's key messages and content parameters for all information campaign activities.

5.4 Accreditation of CSOs as Federalism Advocacy Partners

5.4.1 In order to ensure that the information campaign activities are conducted by legitimate and competent organizations, and with the sole purpose of properly educating the LGUs and the citizens on Federalism, the DILG through the CFCR-PMO, ROs and Provincial Offices (POs), will implement an accreditation system for CSOs.

5.4.2 Through the accreditation system, all CSOs that have signified their

interest in conducting Federalism-related information advocacy campaign activities, will have to be granted a certificate to be able to carry out information campaign activities on Federalism.

5.4.3 The accreditation of advocacy partners is open to CSOs that meet the following criteria:

5.4.3.1 Organization is registered at the Securities and Exchange Commission (SEC), whose purpose or objective is the promotion of Federalism, as indicated in its Articles of Incorporation or Charter.

5.4.3.2 Organization is able to conduct information campaign activities without financial support from LGUs or government agencies

5.4.3.3 Organization has at least five (5) members who could serve as resource persons on Federalism in its information campaign activities

5.4.4 The accreditation of organizations shall be conducted through CFCR-PMO in coordination with DILG ROs and POs, depending on the scope of operation of the applicant CSO.

5.4.4.1 For CSOs that operate within a province/city/municipality, applications must be submitted to the DILG PO.

5.4.4.2 For CSOs that operate in highly urbanized cities (HUCs), or multiple provinces/cities/municipalities within a region, applications must be submitted to the DILG RO.

5.4.4.3 For CSOs that operate in provinces/cities/municipalities in multiple regions, applications must be submitted to the CFCR-PMO.

5.4.5 The accreditation of CSOs shall be conducted in the following manner:

5.4.5.1 Interested organization to submit to CFCR-PMO/DILG RO/DILG PO the following document requirements.

- Letter of Application/Intent, noted by the Board or its equivalent
- Articles of Incorporation or equivalent document containing the purpose, vision, mission, objectives, and scope of operations of the organization
- Certification issued by the organization's Secretary/Managing Officer/ Administrator attesting to the organization's financial capacity to undertake Federalism advocacy campaigns without sourcing funds from participants.
- Profile of five (5) to 10 organization members who are specialists or experts in the field of governance, political science, or the social sciences, and will be engaged to assist in the organization's Federalism-related initiatives

5.4.5.2 CFCR-PMO/DILG RO/DILG PO reviews the submitted document requirements and issues results of assessment, through a written notification, within 15 working days.

- 5.4.5.3 Upon receipt of approval of application, organization proceeds to CFCR-PMO/DILG RO/DILG PO for orientation, signing of Memorandum of Agreement and issuance of Certificate of Accreditation. This shall be completed within five (5) working days after the receipt of the written notification of accreditation.
- 5.4.5.4 CFCR-PMO/DILG RO/DILG PO uploads name of organization in the database of accredited advocacy partners reflected in the DILG and LGA websites.
- 5.4.6 The accreditation of an advocacy partner shall be covered by a Memorandum of Agreement (MOA). Such shall be valid until December 31, 2018, subject for review and renewal in January 2019 and every six (6) months thereafter.
- 5.4.7 The MOA may be revoked by the CFCR-PMO, DILG RO, DILG PO or the CSO due to, but not limited to, any of the following:
 - 5.4.7.1 Failure to coordinate with the CFCR-PMO/DILG RO/ DILG PO information campaign activities;
 - 5.4.7.2 Dissemination of IEC materials which have not been approved by the CFCR-PMO/DILG RO/ DILG PO.
 - 5.4.7.3 Conduct of information campaign activities whose content are not aligned with the key messages and content parameters set by the DILG
 - 5.4.7.4 Conduct of information campaign activities with main speaker/s not certified by the DILG as member/s of the national pool of resource speakers on Federalism.
 - 5.4.7.5 Collection of fees from LGUs or participants for the conduct of information campaign activities
 - 5.4.7.6 Misrepresentation to LGUs and other stakeholders as DILG
- 5.4.8 Once granted accreditation, an advocacy partner may design and implement their own Federalism information campaign activities in LGUs, subject to the review and approval of the CFCR-PMO/DILG RO/ DILG PO.
- 5.4.9 Accredited advocacy partners may be tapped by CFCR-PMO/ DILG ROs/ DILG FOs as partners in the conduct of DILG-initiated information campaign activities.
- 5.4.10 The CFCR-PMO, DILG ROs and DILG FOs shall maintain a database of accredited advocacy partners in their respective areas, which can be accessed by all stakeholders in the DILG websites for reference.
- 5.4.11 Accredited advocacy partners may develop their IEC materials as part of their Federalism information campaign activities but these must be consistent with the key messages and content parameters of DILG. These shall be subjected to the review and approval of the CFCR-PMO/DILG RO/ DILG PO. Only IEC materials approved by the CFCR-PMO/DILG RO/ DILG PO may be disseminated to LGU stakeholders.
- 5.4.12 Advocacy partners accredited at the regional or provincial levels may conduct information campaign activities beyond the scope of operation, provided that they secure accreditation from the DILG RO/POs where they intend to conduct their activities. The advocacy partner CSO shall

submit to the concerned DILG RO/PO a copy of their Certificate of Accreditation, and the activity designs and/or IEC materials. After review and approval of the documents, concerned DILG RO/PO will issue a Certificate of Accreditation to operate within the region/province.

- 5.4.13 All activities to be conducted by accredited advocacy partners must be coordinated with the CFCR-PMO or DILG ROs/FOs. Advocacy partners accredited to operate at the national level shall coordinate with the CFCR-PMO and the concerned DILG ROs their activities prior to their conduct to ensure harmonization of all information campaign initiatives within the region.

5.5 Organization of Pool of Resource Speakers on Federalism

- 5.5.1 LGA shall train and organize a pool of resource persons on Federalism thru a series of capacity development activities in coordination with the CFCR-PMO, members of which shall be authorized to be tapped as speakers in the information campaign activities of accredited advocacy partners.
- 5.5.2 The members of accredited advocacy partners, whose names have been submitted to CFCR-PMO/DILG ROs/ DILG POs as their resource persons, shall undergo a training implemented by LGA on the communication of Federalism key messages developed in coordination with the CFCR-PMO.
- 5.5.3 Resource persons who successfully complete the training shall be issued certificates as the official resource speakers on Federalism information campaign activities. Their names shall likewise be included in the national database of resource speakers on Federalism for DILG's Transition to Federalism Project.
- 5.5.4 Accredited advocacy partners shall tap only DILG-certified resource speakers for their information campaign activities. Those that need the services of resource speakers for their activities, may coordinate with the members of the national pool of certified resource speakers on Federalism thru the CFCR-PMO and the concerned DILG ROs.

5.6 Sub-allotment of funds to DILG ROs

- 5.6.1 Funds for use in the conduct of Federalism information campaign activities will be sub-allotted to the DILG ROs based on the approved work plans and budget, subject to usual auditing rules and regulations.
- 5.6.2 When conducting information campaign activities for DILG ROs, accredited advocacy partners may access funds sub-allotted to the DILG ROs whenever available, subject to usual auditing rules and regulations. Such arrangement shall be covered by an agreement separate from the MOA signed for accreditation of the advocacy partner.

5.7 Role of DILG Operating Units

- 5.7.1 DILG Central Office, through the OASCCDPA and the CFCR-PMO Steering Committee will provide overall guidance to all DILG operating units, ROs and FOs on all Federalism-related initiatives of the Department.

5.7.2 The CFCR-PMO, will serve as the overall coordinator and spearhead all Federalism-related activities of the DILG. The CFCR-PMO will also include in its project monitoring, the conduct of all activities by DILG as well as those of accredited advocacy partners. The CFCR-PMO in coordination with other DILG operating units shall likewise be responsible for the following:

- 5.7.2.1 Formulation of policies and standards on Federalism information campaign activities
- 5.7.2.2 Coordination of information campaign activities at the national level
- 5.7.2.3 Accreditation of CSOs as advocacy partners at the national level
- 5.7.2.4 Training and organization of pool of resource speakers on Federalism
- 5.7.2.5 Creation of mechanisms for knowledge management and awareness building, which include, among others:
 - development and management of database on accredited advocacy partners and certified resource speakers on Federalism
 - development of online repository of Federalism-related information materials

5.7.3 Monitoring of project activities

DILG ROs shall implement the following activities:

- 5.7.3.1 Mapping/identification of possible partners in the region
- 5.7.3.2 Coordination of all Federalism-related activities in their respective areas
- 5.7.3.3 Accreditation of CSOs as advocacy partners at the regional level
- 5.7.3.4 Updating of database on accredited advocacy partners
- 5.7.3.5 Orientation of CSOs on the Federalism key messages and content parameters
- 5.7.3.6 Review and approval of activity designs and IEC materials of accredited advocacy partners
- 5.7.3.7 Submission of regional work plans
- 5.7.3.8 Consolidation and submission of RO, FO and advocacy partners' accomplishments/monitoring reports to CFCR-PMO

5.7.4 DILG FOs shall implement the following activities:

5.7.4.1 Provincial Offices (POs)

- Accreditation of CSOs as advocacy partners at the provincial level
- Updating of database on accredited advocacy partners
- Provision of list of accredited advocacy partners to LGUs
- Conduct of activities to monitor compliance of accredited advocacy partners to key messages, content parameters and other accreditation agreements
- Coordination of all Federalism-related activities in their respective areas

5.7.4.2 City and Municipal Field Offices

- Provision of list of accredited advocacy partners to LGUs
- Conduct of activities to monitor compliance of accredited advocacy partners to key messages, content parameters and other accreditation agreements
- Coordination of all Federalism-related activities in their respective areas

6.0 References

- 6.1 State of the Nation Address of President Rodrigo Duterte delivered on July 25, 2016
- 6.2 DILG Memorandum to All Provincial Governors, City and Municipal Mayors and Punong Barangays on Coordination of All Federalism Orientation Initiatives with DILG Regional and Field Offices
- 6.3 DILG Memorandum Circular No. 2017-117 re: Guidelines on the Implementation of Federalism-Related Information Campaign Activities
- 6.4 Unnumbered Memorandum dated 29 January 2018 of the OIC SILG Eduardo M. Año re: Creation of the Center for Federalism and Constitutional Reform Project Management Office


7.0 Repealing Clause

All DILG Memorandum Circulars, directives, orders, institutional agreements or other related issuances inconsistent herewith in part or in full, are hereby modified, revoked or repealed accordingly.

8.0 Effectivity

This policy shall take effect immediately.

9.0 Approving Authority



EDUARDO M. AÑO
 Officer-in-Charge, DILG



For related queries, you may contact the Office of the ASCCDPA, CFCR-PMO at (02) 876-3454 loc. 3801