



Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, Quezon City  
[www.dilg.gov.ph](http://www.dilg.gov.ph)



**2019 OBSERVANCE OF SIERRA MADRE DAY**

Memorandum Circular No. 2019- 135  
16-AUG 2019

**1. Background**

Presidential Proclamation 413 declares September 26 of every year as *Sierra Madre Day*. This declaration is observed annually and spearheaded by the Save Sierra Madre Network Alliance, Inc. (SMNAI), a network of Indigenous Peoples and Non-Indigenous, People's Organizations, Government Organizations, Civil Society, Schools, Churches and individuals committed to the protection and preservation of the Sierra Madre.

This is in response to the immense flooding in Metro Manila and the nearby LGUs caused by the *Typhoon Ondoy*, which were attributed to the continuous deforestation, degradation and destruction of the Sierra Madre Mountains.

The celebration is also in line with the Presidential pronouncement in his 2018 State of the Nation Address (SONA), earnestly encouraging initiatives of reducing vulnerabilities to hazards, and bolsters resilience on the impact of natural disasters and climate change.

**2. Purpose**

This Memorandum Circular is issued to encourage local government units in *Bulacan, Cagayan, Isabela, Laguna, Nueva Ecija, Nueva Vizcaya, Quezon and Quirino*, and *Metro Manila LGUs*, to provide support in the observance of *Sierra Madre Day*, aimed at instilling awareness to the general public on the importance of preserving our forests.

**3. Scope and Coverage**

All Provincial Governors, City and Municipal Mayors in Regions II, III, IV-A and NCR, concerned DILG Regional Directors and Field Officers, and all others concerned

**4. Policy Content and Guidelines**

Relative thereto, all concerned cities and municipalities are encouraged to undertake and/or support meaningful activities, such as, but not limited to the following:

1. Launching of outdoor programs regarding the saving of Sierra Madre Mountain ranges;
2. Organizing tree planting activities to sustain government's *National Greening Program*;

3. Conduct of symposium to discuss topics on: (a) campaign on water and energy conservation, (b) proper waste segregation and disposal; and (d) patronizing organic farming; and
4. Encouraging reporting and preventing illegal logging and fishing;

Streamers/tarpaulins shall be displayed in front of the city/municipal hall, and/or in any LGU strategic location to carry the theme: *Buhay na Sierra Madre ay Buhay Nating Lahat” and Buhay na Kabundukan, Kaligtasan nating Lahat”*

All concerned Directors, through their respective field officers are hereby directed to cause the widest dissemination of this Circular, and extend assistance, as may be necessary, for more meaningful celebration.

#### 5. References

- a. Proclamation No. 413 dated June 19, 2012, declaring September 26 of every year as Sierra Madre Day.
- b. State of the Nation Address 2018 of President Rodrigo Duterte urging everyone to undertake initiatives to reduce vulnerabilities to natural hazards and bolster resilience to the impact of natural disasters and climate change
- c. Pope Francis declaration on June 14, 2019 on climate :emergency warning on the dangers of global heating and reduction of green house gases

#### 6. Effectivity

This Memorandum shall take effect immediately.

#### 7. Approving Authority

  
**EDUARDO M. AÑO**  
Secretary



#### 8. Feedback

For related inquiries, all concerned may coordinate directly with the *Save the Sierra Madre Network Alliance, Inc.*, through Mobile Phone: 09209684982 or email address: [savesierram@yahoo.com](mailto:savesierram@yahoo.com).