



Republic of the Philippines  
Department of Education



NOV 04 2011

DepEd MEMORANDUM  
No. 250, s. 2011

**ART-ESKWELA ECO-CAMPAIGN EKOLITRATO AND EKOMERSYAL CONTESTS**

To: Regional Directors  
School Division/City Superintendents  
Heads, Public and Private Elementary and Secondary Schools

1. Relative to the decision of the Supreme Court in the case of Metro Manila Development Authority et. al. versus Concerned Residents of Manila Bay which issued a continuing *mandamus* to all government agencies, including the Department of Education (DepEd), to intensify and consolidate programs, projects, plans and actions on the environment, and Republic Act No. 9512 otherwise known as *An Act to Promote Environmental Awareness Through Environmental Education and for Other Purposes*, the Department of Environment and Natural Resources (DENR) through the Manila Bay Coordinating Office (MBCO) and the DepEd through the Center for Students and Co-Curricular Affairs (CSCA) are organizing the **Art Eskwela Eco-Campaign** through the conduct of the Photo Essay and Video-Making Contests dubbed as **Ekolitrato and Ekomersyal**.

2. These contests aim to:

- a. strengthen awareness of pupils, students, teachers, and administrators on issues concerning the environment such as global warming, climate change, waste management, pollution, and resource depletion;
- b. encourage the youth to take care of the environment through the use of visually stimulating pictures and advertisements;
- c. break indifference towards the environment by presenting a venue for involvement, commitment and creativity; and
- d. assist the nation in building an environmentally-conscious society.

3. All entries must be submitted to the DepEd-CSCA, Ground Floor, Mabini Building, DepEd Complex, Meralco Avenue, Pasig City. The deadline for submission of entries is on **December 15, 2011**. Enclosed is the mechanics of the said contests.

4. All winners will receive a cash prize from the DENR-MBCO and one (1) unit of mobile phone sponsored by My|Phone.

5. All Regional Directors (RDs), Schools Division/City Superintendents (SDSs) and School Heads (SHs) are expected to support this campaign by encouraging more pupils/students to participate and submit more entries.

6. For inquiries, please contact **Executive Director Joey G. Pelaez**, DepEd-CSCA, at telefax nos.: (02) 631-8495 or 636-3603 or e-mail address: [cscaportal@gmail.com](mailto:cscaportal@gmail.com).

Kindly visit the DepEd-CSCA Facebook Page at [www.facebook.com/csa.deped](http://www.facebook.com/csa.deped) and the DepEd-CSCA Twitter Page at [www.twitter.com/deped\\_csa](http://www.twitter.com/deped_csa) for updates.

7. Immediate dissemination of this Memorandum is desired.



**BR. ARMIN A. LUISTRO FSC**  
Secretary

Encl.:

As stated

Reference: None

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

CAMPAIGN  
CONTESTS  
ENVIRONMENTAL EDUCATION  
PUPILS  
SCHOOLS  
STUDENTS

R:Alma/MPPD/DM art-eskwela eco-campaign ekolitrato and ekomersyal contests  
10/26/2011

**ART-ESKWELA: ECO CAMPAIGN  
EKOLITRATO**

**CONTEST GUIDELINES**

**Contest Period** : November 15, 2011 – January 30, 2012  
**Participants** : Public and Private Elementary Pupils and Secondary Students

1. Make a photo-essay comprising of five (5) photographs. A photo-essay is a set of photographs that tell a story or evoke a series of emotions in the viewer.
2. The pupils or students shall make a photo-essay that depicts any of the following general topics but not limited to:
  - a. Global Warming and Climate Change
  - b. Waste
  - c. Pollution
  - d. Environmental Degradation
  - e. Resource Depletion
3. The photo's file name should indicate its corresponding order in the series.
4. Only minor digital retouching of the images such as cropping and the adjustment of contrast and brightness is allowed.
5. Photos should be in the **4:3 aspect ratio** with a minimum resolution of **1024 X 768**.
6. Photos shall be original works which have not been previously shown in public, online or otherwise.
7. Entries which do not meet the above-mentioned technical requirements shall be disqualified.
8. Email entries to **arteskwela@yahoo.com** as an attachment with "**ART-ESKWELA:Photo Essay**" in the subject line.
9. Entries may also be saved in a CD and sent to:

Executive Director Joey G. Pelaez  
Center for Students and Co-Curricular Affairs (CSCA)  
Department of Education  
Room 119, Ground Floor, Mabini Building,  
DepEd Complex, Meralco Avenue, Pasig City

10. The following information must be submitted together with the entry:
  - a. Title of the Entry
  - b. Name of Contestant (or if group, all the group members' names) and Contact Number/s
  - c. Name of School, Address, Division and Region
  - d. Name of School Head and Contact Number
  - e. Name of Adviser and Contact Number
11. The entry must also be accompanied with a signed Certification/Honor Pledge of the School Head that the contestant/s is/are a *bonafide* student/s of the school; that the entry is the original work of the contestant/s; and that it was specifically made for the ART ESKWELA ECO CAMPAIGN (Ekolitrato).
12. Deadline for the submission of entries is on **December 15, 2011**.

13. Judging shall be based on the following:

<b>Online Votes</b>	-	<b>20%</b>
<b>Story</b>	-	<b>30%</b>
<b>Relevance</b>	-	<b>30%</b>
<b>Technicality</b>	-	<b>10%</b>
<b>Overall Impact</b>	-	<b>10%</b>

14. Only entries that passed the screening by both DepEd and DENR will be uploaded to the CSCA Facebook Page ([www.facebook.com/csca.deped](http://www.facebook.com/csca.deped)) for online voting under the “**ART-ESKWELA:Photo Essay**” album.

15. Encourage friends, family and classmates to “**LIKE**” the entry. More “**LIKES**” mean more chances of winning.

16. Use also the “**TAG**” function and “**TAG**” facebook friends to the entry. Tell friends to “**TAG**” other friends also, and so on and so forth.

17. Last day of online voting is **January 15, 2012**. Winners will be announced on the CSCA Facebook Page ([www.facebook.com/csca.deped](http://www.facebook.com/csca.deped)).

18. The winners shall receive the following:

<b>1st Prize</b>	-	<b>Certificate, PhP 20,000 Cash and One (1) My Phone Unit</b>
<b>2nd Prize</b>	-	<b>Certificate, PhP 10,000 Cash and One (1) My Phone Unit</b>
<b>3rd Prize</b>	-	<b>Certificate, PhP 5,000 Cash and One (1) My Phone Unit</b>

19. The School Head and the Adviser of the winners shall receive a consolation prize, a My|Phone mobile phone unit and a Certificate.

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ART-ESKWELA: ECO CAMPAIGN  
*EKOMERSYAL*

**CONTEST GUIDELINES**

**Contest Period** : November 15, 2011 – January 30, 2012  
**Participants** : Public and Private Secondary Students

1. Make a one-minute video advertisement/commercial that will:
  - a. Touch the hearts and minds of the viewers for them to become environmentally conscious;
  - b. Change the mindset of the youth who are becoming more and more indifferent to problems concerning our environment;
  - c. Show *creativity* in the delivery of the video; and,
  - d. Make the viewers think, feel and become part of an environmentally-conscious society.
2. The one-minuter may comprise of original video footage and/or any form of digital work.
3. The entry shall be an original work which has not been previously shown in public, online or otherwise.
4. The video resolution of entries should be **at least 640 X 480** with an **aspect ratio of at least 4:3**.
5. Entries which do not meet the above-mentioned technical requirements shall be disqualified.
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*SW*

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