



JUN 28 2010

DepEd MEMORANDUM  
No. **304**, s. 2010

**2010 ASEAN REGIONAL DRAWING COMPETITION**

To: Undersecretaries  
Assistant Secretaries  
Directors of Services, Centers and Heads of Units  
Regional Directors  
Schools Division/City Superintendents  
Heads, Public and Private Elementary Schools  
All Others Concerned

1. To commemorate the Association of South East Asian Nations (ASEAN) Day for Disaster Management every 2<sup>nd</sup> Wednesday of October of each year, this Department in partnership with the Office of Civil Defense-National Disaster Coordinating Council (OCD-NDCC) will facilitate the conduct of the 2010 ASEAN Regional Drawing Competition at the national level. This competition is organized by the ASEAN Committee on Disaster Management (ACDM) in collaboration with United Nations International Strategy for Disaster Risk Reduction (UNISDR).

Below is the Timetable for this Event.

July 16	Submission of entries to the Office of Undersecretary for Teachers' Welfare, DepEd Complex, Pasig City
July 17-30	National judging by the National Review Committee
August 1-15	Submission of 3 national winners to the (ASEAN) Regional Review Committee
August 16 - September 15	Review of the Regional Review Committee
October 13	Awarding of Prizes in Bangkok, Thailand

2. The theme of the competition is *"My City, My Future: Making ASEAN Cities Safe from Disasters"*. This event aims to promote and increase awareness on disaster risk reduction initiatives among the school children in ASEAN region.

3. The contestants must be citizens of one of the ASEAN Member Countries, including the Philippines; must be between 8-12 years old (born during 16<sup>th</sup> July 1998 – 16<sup>th</sup> July 2002); must be enrolled in either public or private elementary schools. Out of school children are also encouraged to join the said competition.

4. Please see Enclosure No. 1 for the guidelines/mechanics of the competition and Enclosure No. 2 for the Prospectus with detailed instructions provided by the sponsors.



5. For further details, please contact the Office of DepEd Undersecretary for Teachers' Welfare, Attention: Ms. Candelaria de Juan at telephone no.: (02) 631-5057 or at e-mail address: [depedaai@yahoo.com](mailto:depedaai@yahoo.com). Visit also Thailand website: [www.disaster.go.th/hm/english/addm2010](http://www.disaster.go.th/hm/english/addm2010) and UNISDR website: <http://www.safe-schools-hospitals.net>.

6. Immediate and wide dissemination of this Memorandum is desired.



**MONA D. VALISNO**

Secretary

Encls.:

As stated

Reference:

DepEd Memorandum: No. 296, s. 2009

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

CELEBRATIONS & FESTIVALS

CONTESTS

PUPILS

SOCIETY or ASSOCIATIONS

R: sgc: 2010 asean regional drawing competition  
June 15, 2010

## **2010 ASEAN REGIONAL DRAWING COMPETITION CONTEST MECHANICS AND GUIDELINES**

### **I. Rationale**

Every year, on the second Wednesday of October, the ASEAN Member States observe the ASEAN DAY FOR DISASTER MANAGEMENT (ADDM). The day coincides with the United Nations International Day for Disaster Reduction (IDDR). One of the activities that will support the campaign for awareness of the people is through a DRAWING COMPETITION among the ASEAN countries. Thus this activity.

### **II. Major Goal**

To increase the people's level of awareness on disaster risk reduction thereby reducing the damages or losses due to disaster in any type.

Specific Objectives:

- Encourage more children with talent in drawing to participate in the national level competition;
- Increase the level of awareness and consciousness in DRR thereby prepared and ready to act when there is calamity; and
- Publicize and promote ASEAN's agenda on DRR at the global level.

### **III. Contest Theme**

This year's theme (2010) is:

**“My City, My Future: Making ASEAN Cities Safe from Disasters”**

The theme is consistent with the UNISDR's Global Campaign on Disaster Risk Reduction 2010-2011 for Building Resilient Cities. “My City is Getting Ready”, a theme agreed in the 2010 Asian Conference on January 17-19, 2010 at Kobe, Japan. It should be noted that the word “My City”, in this context is not necessary limited to cities in general term but also meant to include towns, communities and other similar urbanized areas regardless of geographic size in which a high concentration of population can be found.

#### IV. Contestants

Eligible to join the contest are children who are 8-12 years old enrolled in either public or private elementary schools nationwide. Out of school children are also encouraged to join and shall be endorsed by the nearest elementary school. Their birthdates shall fall between **July 16, 1998- July 16, 2002**.

#### V. Timetable

Date	Activities
June 2010	Issuance of Department Memorandum
June 15- 20	Information dissemination and submission of application following the required form
July 16	Submission of entries to the Office of Undersecretary for Teachers' Welfare DepEd Complex, Pasig City
July 17-30	National judging by the National Review Committee
August 1-15	Submission of 3 national winners to the Regional Review Committee
August 16- Sept. 15	Review of the Regional Review Committee
October 13	Awarding of Prizes in Bangkok, Thailand

#### VI. Criteria for Judging

##### \*Entry Method

1. Participants must be a citizen of one of the ASEAN Member Countries including those residing in other countries outside ASEAN region.
2. Zone person can submit only one entry.
3. The age of participant must be between 8-12 years.
4. Entry form must be completed with all required details.

##### \*Characteristics of Entry

1. The drawing must be drawn in A1 size paper (594 x 841mm).

2. The drawing must be in color using any kind of coloring medium.
3. Depict aspects of the theme.

## **VI. Prizes**

Category	Prizes
First Prize Regional Winner	\$ 1,000 and Certificate
Second Prize Regional Winner	\$ 500 and Certificate
Third Prize Regional Winner	\$ 300 and Certificate
All National Winners	\$ 100 and Certificate

### Notes

- NDCC shall also grant a cash reward and certificate to the top three national winners.
- First prize winners from the national level will be invited to join the annual event at UNCC, Bangkok, Thailand on 13<sup>th</sup> October, 2010. The cost of participation in this case shall be covered by ASEAN- UNISDR Fund. The winner shall be accompanied by an official from NDMO's of AMS's. Additional participants will need to cover their own travel cost including their board and lodging in going to Bangkok, Thailand.

## **VII. Entry Form**

All entries together with the fully accomplished entry form (Enclosure no. 2) shall be submitted on or before the due date as stated in the timetable provided in this guidelines/mechanics by the contestant. (Please see enclosure.)

## **IX. For strict compliance.**

**APPLICATION FORM**

**Regional Drawing Competition on the Occasion of the  
2010 ASEAN Day on Disaster Management (ADDM) and  
International Day Disaster Reduction (IDDR)**

*"My City, My Future: Making ASEAN Cities Safe from Disasters"*

Full name: \_\_\_\_\_

Date of birth: \_\_\_\_\_

(day) (mo.) (yr.) (Female/Male)  
Nationality: \_\_\_\_\_ Language spoken \_\_\_\_\_

Home address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

School Name: \_\_\_\_\_

Grade: \_\_\_\_\_ Class: \_\_\_\_\_ Teacher's name \_\_\_\_\_

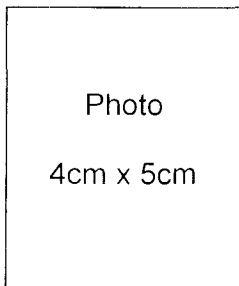
School address: \_\_\_\_\_

\_\_\_\_\_

Tel. \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Drawing caption (Should not exceed 5 lines)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Applicant's name \_\_\_\_\_

Signature \_\_\_\_\_

Date (dd/mm/yy): \_\_\_\_\_

(Enclosure No. 2 to DepEd Memorandum No. 304, s. 2010)

## **Prospectus**

### **Regional Drawing Competition on the Occasion of the 2010 ASEAN Day for Disaster Management (ADDM) and International Day for Disaster Reduction (IDDR)**

*"My City, My future: Making ASEAN Cities Safe from Disasters"*

#### **Introduction**

The impacts of disasters on cities and urban areas due to natural hazards continue to rise, due predominantly to uncontrolled urbanization, unregulated land use and urban development, and poverty, setting back development efforts. In accordance with UNISDR's Global Campaign for Building Resilient Cities 2010-2011, "My City is getting Ready", ASEAN seeks to increase knowledge and awareness of urban disaster risk issues with the regional drawing competition to commemorate the ASEAN Day for Disaster Management with the theme of "My City, My Future: Making ASEAN Cities Safe from Disasters".

The disaster risks of cities worldwide have increased in past decades, especially in disaster prone developing countries where more people continually migrate into urban areas that are at high risk. Furthermore, the combination of high population density, active seismic activity, and extreme climate events continue to generate greater earthquake and climate risks in South East Asia. The disaster vulnerability of the major South East Asian cities is indeed growing rapidly, and thus, effective urban risk reduction that integrates social awareness and participation is essential.

We have seen the devastating disasters that occurred in high density urban areas in the past few months, such as typhoon KETSANA that hit Metro Manila, one of the most populated capital regions in the world, and the recent earthquake that literally destroyed the whole city of Port-Au-Prince, the capital of Haiti. These are just a few wake-up calls for us to pay more attention to cities and urban areas where potential damage and losses from natural disaster would be tremendous and tragic. With the UNISDR global campaign for building resilient cities, certain issues related to urban risk reduction have been major concerns among governments and communities such as land use planning, urban development, public works, construction safety and licensing, community welfare, emergency management, and in many cases transport, sanitation, water and power delivery, and community healthcare and education. Making these services resilient to disasters and climate change should be among many ways that would help us save life and reduce damages that arise when disaster occurs.

#### **Date and Time**

12 March – 16 July 2010

## Adjudication

Adjudication will be conducted by a National Review Committee (NRC) and Regional Review Committee (RRC) respectively. The decision of the NRC and RRC is final and participants cannot raise any objection.

## Criteria of the Selection

Criteria*	Full Points
<b>1. Content relevancy of the drawing to the given theme "My City, My future: making ASEAN Cities Safe from Disasters"</b>	
1.1 City Image	20
1.2 safe sanctuary	20
<b>2. Expression of ASEANness</b>	20
<b>3. Element of the drawing</b>	
3.1 Sketching (Sketching ability, confidence in line drawing etc.)	5
3.2 Organization of the drawing elements (Balance, Unity and Focus)	5
3.3 Skills in applying and using of materials	5
3.4 The beauty of art (harmonized line, color, surface and shape)	5
<b>4. Creativity &amp; originality (of content, coloring and picture organization)</b>	20
<b>Total</b>	<b>100</b>

\* The meeting of the 2009 RRC held in Phuket, Thailand, adopted these criteria for selection of regional winners in the 2009 ASEAN Regional Drawing Competition.

## Heading of the Entries and Intellectual Property

All entries shall remain the property of the ASEAN Committee on Disaster Management (ACDM), and may be used for any purposes deemed appropriate.

## Award and Certificate of Merit

Upon receiving your entry, the National Disaster Management Organization in your country, through the NRC, will select one (1) best drawing from each Member Country and submit them to the RRC Secretariat. The awards for the winner and runner-ups will be announced at [www.disaster.go.th/html/english/addm2010](http://www.disaster.go.th/html/english/addm2010)

Winners both at regional and national level shall receive cash prizes and certificate of merit.

## Exhibition of Winning Entries

All regional entries, including the winner and runner-ups will be exhibited at the joint celebration of the 2010 International Day for Disaster Reduction (IDDR) and ASEAN Day for Disaster Management (ADDM) at the designated venue.

## Enquiry

For enquiries, please contact the National Disaster Management Organization in your country. You can also visit the following website: <http://www.disaster.go.th/html/english/addm2010>

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## Criteria for selection of drawings for national and regional winners\*

### Entry Method:

1. Participant must be a citizen of one of the ASEAN Member Countries, including those residing in other countries outside the ASEAN region.
2. One person can submit only one entry
3. The age of participant must be between 8 – 12 years (as of 16<sup>th</sup> July 2010). This means that the eligible participants are those who were born between 16 July 1998 – 16 July 2002
4. Entry form must be completed with all required details
5. The drawings must be drawn in **A1 size paper** (594 mm x 841 mm)

### Criteria for selection of best drawings:

Criteria	Full Points
<b>1. Content relevancy of the drawing to the given theme “My City, My future: making ASEAN Cities Safe from Disasters”</b>	
1.1 City Image*	20
1.2 safe sanctuary	20
<b>2. Expression of ASEANness</b>	20
<b>3. Element of the drawing</b>	
3.1 Sketching (Sketching ability, confidence in line drawing etc.)	5
3.2 Organization of the drawing elements (Balance, Unity and Focus)	5
3.3 Skills in applying and using of materials	5
3.4 The beauty of art (harmonized line, color, surface and shape)	5
<b>4. Creativity &amp; originality (of content, coloring and picture organization)</b>	20
<b>Total</b>	<b>100</b>

\* The meeting of the 2009 RRC held in Phuket, Thailand, adopted these criteria for selection of regional winners in the 2009 ASEAN Regional Drawing Competition.

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# Guideline for the Use of The Drawings<sup>1</sup>

*Draft v.1 as of 14 October 2009*

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As a follow up to the decision of the Meeting of 2009 Regional Review Committee (RRC) held on 11 September 2009, in Phuket, Thailand, requesting Thailand with the assistance from ASEAN Secretariat and UN/ISDR to develop Terms of Reference for the use of The Drawings, this document serves as a guideline when the Drawings are to be used.

1. The Drawings shall be the Copy Right of ASEAN Committee on Disaster Management (ACDM).
2. The Drawings shall be kept at the Secretariat<sup>2</sup> of the Regional Drawing Competition.
3. The Drawing shall be use for the purpose of building disaster reduction awareness mainly in ASEAN and Asia-Pacific Region.
4. Recommended use of The Drawings are as followed:
  - a. Calendar;
  - b. Greeting Cards;
  - c. Postcard; and
  - d. Other appropriate forms.
5. The following entities shall have the permission to use The Drawings:
  - a. Each ASEAN member state;
  - b. ASEAN Secretariat; and
  - c. UN/ISDR Asia and Pacific.
6. Entities other than those indicated in Paragraph 5 above that wish to utilize The Drawings shall seek permission of use from the ACDM through RRC Secretariat by formal requested in written.
7. Report of the use of The Drawings shall be made and submitted to RRC Secretariat with a copy to ASEAN Secretariat. The report shall cover the following contents: (1) objectives of the use; (2) means of the use; (3) number of copies and etc.
8. In using of The Drawings, the following phrases **“The use of these drawings in under the permission of ASEAN Committee on Disaster Management”** shall be used. Other phrases that reflect similar meaning of the afore-mentioned phrased can also be used.

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<sup>1</sup> All original drawing entries that have been submitted to the Secretariat of the ASEAN Regional Drawing Competition 2008 and 2009, hereafter referred as “The Drawings”

<sup>2</sup> Thailand’s Department of Disaster Prevention and Mitigation served as the Secretariat of the RRC in 2008-2009