



AUG 19 2011

DepEd MEMORANDUM
No. **185**, s. 2011

2011 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. The Department of Education (DepEd), in partnership with the Office of Civil Defense and the National Disaster Risk Reduction and Management Council (OCD-NDRRMC) will conduct the **2011 ASEAN Regional Drawing Competition** with the theme "*Save My Future – Invest Today for a Safer Tomorrow*," with Thailand as the host country. This is in celebration of the 2011 International Day for Disaster Reduction (IDDR) and the Association of South East Asian Nations (ASEAN) Day for Disaster Management (ADDM) every 13th of October. The timetable of activities is as follows:

| Date | Activity |
|-----------------------|--|
| August 18-24, 2011 | Submission of entries to the Office of the Undersecretary for Regional Operations, DepEd Complex, Meralco Avenue, Pasig City |
| August 25-26, 2011 | National judging by the National Review Committee |
| August 29-31, 2011 | Submission of three (3) national winners to the Regional Review Committee |
| September 19-23, 2011 | Review of the Regional Review Committee |
| October 13, 2011 | Awarding of Prizes in Bangkok, Thailand |

2. The competition aims to:
- increase the level of awareness of the people in Southeast Asia on disaster risk reduction;
 - raise awareness of the needs and concerns of children in disaster risk reduction and have their voices heard;
 - continue promoting ASEAN's efforts and increase the visibility of ASEAN on disaster risk reduction to the general public at all levels; and
 - enhance cooperation and collaboration among concerned parties and across sub-regions for stronger commitments and actions for disaster risk reduction in Asia.



3. The competition is open to all children enrolled in both public and private elementary schools, including out-of-school youth (OSY) aged 8-12 (born between July 16, 1998 and July 16, 2002).
4. The guidelines/mechanics of the competition is provided in Enclosure No. 1 and the Prospectus with detailed instructions is contained in Enclosure No. 2.
5. For more information, please contact **Ms. Roanna Medina**, Executive Assistant IV, Office of DepEd Undersecretary for Regional Operations, DepEd Complex, Meralco Avenue, Pasig City at telephone no.: (02) 633-7203.
6. Immediate dissemination of this Memorandum is desired.


BR. ARMIN A. LUISTRO FSC
Secretary

Encls.:

As stated

Reference:

DepEd Memorandum: No. 304, s. 2010

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

CALAMITY
CELEBRATIONS & FESTIVALS
CONTESTS
PUPILS
SOCIETY or ASSOCIATIONS

Madel: DM 2011 ASEAN Regional Drawing
August 16, 2011

(Enclosure No. 1 to DepEd Memorandum No. 185, s. 2011)

**2011 ASEAN REGIONAL DRAWING COMPETITION
CONTEST MECHANICS AND GUIDELINES**

I. Rationale

Every year on October 13th, countries around the world commemorate the International Day for Disaster Reduction (IDDR) which forms part of the biennial World Disaster Reduction Campaign. The date has been designated by the United Nations General Assembly to raise awareness, commitment and actions to reduce the loss of human lives and property due to disasters. To support this campaign, the ASEAN Regional Drawing Competition is organized.

II. Objectives

The overall objective is to raise the level of awareness, commitment and actions in order to reduce the loss of human lives and property due to disasters.

The Regional Drawing Competition aims to:

- Raise awareness of the needs and concerns of the children in disaster risk reduction and have their voices heard;
- Continue promoting ASEAN's efforts and increase the visibility of ASEAN on disaster risk reduction to the general public at all levels; and
- Enhance cooperation and collaboration among concerned parties and across sub-regions for stronger commitments and actions for disaster risk reduction in Asia.

III. Theme of the Drawing Competition

The theme of this year's drawing competition is *"Save My Future - Invest Today for a Safer Tomorrow"*.

This is consistent with the World Disaster Reduction Campaign which will elaborate a strong message that committing resources and actions for disaster risk reduction is an investment for a better future, especially of young generations.

IV. Qualification of Contestants

Qualified to join the competition 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 School Head of the nearest elementary school. The participants' birthdate shall fall between July 16, 1998 to July 16, 2002.

V. Timetable

| Date | Activities |
|-----------------|--|
| August 2011 | Issuance of Department Memorandum |
| August 10-11 | Information dissemination |
| August 18-24 | Submission of entries to the Office of Undersecretary for Regional Operations, DepED Complex, Pasig City |
| August 25-26 | National Judging by the National Review Committee |
| August 29-31 | Submission of 3 national winners to the Regional Review Committee |
| September 19-23 | 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; and
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; and
3. Depict aspects of the theme.

VII. 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 13th October 2011. 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.

VIII. 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 the guidelines/mechanics by the contestant. (Please see enclosure.)

IX. For immediate and strict compliance.

APPLICATION FORM

**Regional Drawing Competition on the Occasion of the
2011 ASEAN Day on Disaster Management (ADDM) and
International Day for Disaster Reduction (IDDR)**

Full name: _____

Date of Birth _____

(day) (month) (year)

Nationality _____ Language spoken _____

Home address: _____

Telephone _____ Fax: _____ Email: _____

School's name _____

Grade _____ Class: _____ Teacher's name: _____

School address: _____

Telephone _____ Fax: _____ Email: _____

Drawing caption (Should not exceed 5 lines)



Applicant's name: _____

Signature: _____

Date (dd/mm/yy): _____

(Enclosure No. 2 to DepEd Memorandum No. 185, s. 2011)

PROSPECTUS

Regional Drawing Competition on the Occasion of the 2011 ASEAN Day for Disaster Management (ADDM) and International Day for Disaster Reduction (IDDR)

“Save My Future – Invest Today for a Safer Tomorrow”

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 “Save My Future-Invest Today for a Safer Tomorrow.”

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 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 health care 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.

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 for the Selection

| Criteria* | Full Points |
|---|-------------|
| 1. Content relevancy of the drawing to the given theme | |
| 1.1 city image | 20 |
| 1.2 safe sanctuary | 20 |
| 1. Expression of ASEANness | 20 |
| 2. Element of the drawing | |
| 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 |
| 3. Creativity & originality (of content, coloring & picture organization) | 20 |
| Total | 100 |

*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.

Winners both at the 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 2011 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>.

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 16th July 2011. 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 |
|---|-------------|
| 1. Content relevancy of the drawing to the given theme "Save My Future – Invest Today For A Safer Tomorrow" | |
| 1.1 city image* | 20 |
| 1.2 safe sanctuary | 20 |
| 2. Expression of ASEANness | 20 |
| 3. Element of the drawing | |
| 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 |
| 4. Creativity and originality (of content, coloring and picture organization | 20 |
| Total | 100 |
| | |

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

Guideline for the Use of the Drawings

Draft v.1 as of 14 October 2009

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 of the Regional Drawing Competition.
 3. The Drawing shall be used for the purpose of building disaster reduction awareness mainly in ASEAN and Asia and Pacific Region.
 4. Recommended use of The Drawings are as follows:
 - 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 written request.
 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 The Drawings, the following phrases **“The use of these drawings is 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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1 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”

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