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DepEd MEMORANDUM  
No. **307**, s. 2010

**2010-2011 PATRIMONITO INTERNATIONAL STORYBOARD COMPETITION**

To: Bureau Directors  
Regional Directors  
Schools Division/City Superintendents


1. The United Nations Education and Cultural Organization (UNESCO) World Heritage Education (WHE) Programme launched the 2010-2011 Patrimonito International Storyboard Competition with the themes “*World Heritage and the Role of Communities*”, “*World Heritage and Sustainable Tourism*”, “*World Heritage and Sustainable Development*”, and “*World Heritage and Biodiversity*”.

2. The competition aims to help children learn about world heritage sites, its challenges as well as encourage them to craft their own contribution to help conserve heritage. An approach to this competition is the use of special cartoons and animated short film through a cartoon character named “Patrimonito”. This approach will encourage the young children to express their ideas through drawings in the form of a storyboard.

3. The competition is open to students aged 12-18 years old. The original entries should be submitted to UNESCO National Commission of the Philippines, Ground Floor, 2330, Department of Foreign Affairs (DFA) Building, Roxas Boulevard, Pasay City on/or before December 1, 2010. Five (5) storyboards will be selected as the Philippine entries to the competition. The national finalists will receive a UNESCO Certificate and a medal. There are three (3) entries per theme to be selected by the UNESCO Headquarters. The works of the winners will be professionally animated into film episodes of Patrimonito’s World Heritage Adventure series to be distributed internationally.

4. For more information, please contact Ms. Carmela Quin, Focal Point for the WHE Programme, UNESCO World Heritage Centre 7, Place de Fontenoy, 75352 Paris 07 SP, France, telephone no.: +33 (0) 1 45 68 18 71, fax no.: +33 (0) 1 45 68 55 70, e-mail address: [PatrimonitoCompetition2011@unesco.org](mailto:PatrimonitoCompetition2011@unesco.org); and website: <http://whc.unesco.org/en/patrimonito/>.

5. Immediate dissemination of this Memorandum is desired.

  
**ARMIN A. LUISTRO, FSC**  
Secretary

Reference: N o n e

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

CONTESTS

STUDENTS

Madel:Patromonito's Storyboard Competition  
6-24-10

