

Memorandum Circular No. 01
Series of 2018

Subject: **Amendment to Memorandum Circular No. 01, Series of 2017 or the Revised Guidelines on the Pagkilala sa Natatanging Kontribusyon sa Bayan (PaNata Ko sa Bayan) Award**

I. RATIONALE

For 2018, the Pagkilala sa Natatanging Kontribusyon sa Bayan (PaNata Ko sa Bayan) Award shall continue to acknowledge the efforts of individuals, groups and organizations which vowed to share their time and resources to ensure that the poor, vulnerable and marginalized benefit from enhanced service delivery and better opportunities.

Learning from the previous year's experience, an amendment of Memorandum Circular No. 01, Series of 2017 is necessary to revise the rubrics and scoresheets for Gawad Paglilingkod sa Sambayanan (GAPAS) Award for Local Government Units (LGUs) Implementing Outstanding Sustainable Livelihood Program (SLP) i.e. Microenterprise Development Model and Employment Facilitation Model; set the name and new criteria for GAPAS Award for Good Convergence Initiative; reinstate the sub-award "Gawad Ulat" for media organizations and practitioners; clarify the grant of developmental incentive to the winners and designate a new lead office for Gawad Serbisyo and Salamat Po Award- Local Organization.

II. SPECIFIC AMENDMENTS

The following are the specific amendments to Memorandum Circular No. 01, Series of 2017 or the Revised Guidelines on the Pagkilala sa Natatanging Kontribusyon sa Bayan (PaNata Ko sa Bayan) Award:

A. GAPAS Award – Local Government Units Implementing Outstanding Sustainable Livelihood Program Revised Criteria c/o the Sustainable Livelihood Program - National Program Management Office (SLP-NPMO)

The criteria for both Microenterprise Development Model and Employment Facilitation Model have been assigned the following weights:

1. Representation (5%)
2. Civic engagement (10%)
3. Participation (20%)
4. Transparency and accountability (20%)
5. Effectiveness and equity (20%)
6. Sustainability (25%).

Refer to Annex A for the awards' revised rubrics and scoresheets.

B. GAPAS Award for Good Convergence Initiative

The GAPAS Award for Best Convergence Initiative has been renamed to Good Convergence Initiative with these revised criteria:

1. Needs and Context-based - Goals and targets are anchored on the issues/gaps identified based on the needs of the communities using the available data sources.
2. Participatory - Activities in the development and implementation of the CI involve and are participated in by multi-stakeholders (partner-beneficiaries and other stakeholders).
3. Innovativeness - Introduces or reinvents tools or techniques so that intervention is responsive to the needs and adjusts to trends or changes.
4. Sustainability and Replicability - Enabling policies, funding mechanisms, and systematic monitoring and evaluation are in place, and that interventions produce similar results to other areas with the same cultural, political and social situation.
5. Resource Efficiency Resources are utilized in an optimum manner by harmonizing existing financial, physical, and human resources leading to limited or zero wastage.

The shortlisting of nominees for this sub-award shall be facilitated by the National Convergence Technical Support Unit (NCTSU) with the engagement of the Policy Development and Planning Bureau (PDPB), Social Technology Bureau (STB) and Capacity Building Bureau (CBB).

Refer to Annex B for the awards' revised rubrics and scoresheets.

C. Reinstatement of Gawad Ulat as a PANATA Sub-Award

Gawad Ulat is an award given to media organizations and practitioners who have given solid support to the DSWD through publication in print media and airing in broadcast media, of positive social welfare and development stories on top of their commitment to advance the promotion, publicity, and advocacy efforts of the Department.

The Social Marketing Service (SMS), as lead office, has set three (3) general criteria for this sub-award:

1. Must have helped in promoting public awareness and understanding of social welfare and development programs, projects, and services
2. Must have shown originality and creativity in reporting SWD issues and concerns
3. Must have demonstrated quality writing and reporting

For the sub-categories, the following criteria will apply:

1. Print

The nominees must have provided free column centimeters for the publication of positive DSWD stories, letters to the editor, public service announcements, photos, and other DSWD-related articles, with the following considerations:

- a. Only those published within the period under review (2017) will be counted by the SMS.
- b. The total number of column centimeters shall be monetized accordingly based on the average cost of per column centimeter of Php500.00 (estimated) at the national level (prevailing rate in respective areas may vary).
- c. The media organization which provided the highest amount of free print space shall be declared the winner.

2. Television:

The nominees must have provided free television airtime for the broadcast of positive DSWD stories, public service announcements, and media interviews of DSWD officials, beneficiaries, and stakeholders, with the following considerations:

- a. The SMS shall list the monitored segments discussing positive DSWD programs, services, issues and concerns aired within the concerned year.
- b. The average cost of primetime airtime for TV is P500,000 per 30 seconds.
- c. The media organization which provided the longest free television airtime shall be declared the winner.

3. Radio

The nominees must have provided free radio airtime for the broadcast of positive DSWD stories, public service announcements, and media interviews of DSWD officials, beneficiaries, and stakeholders, with the following considerations:

- a. The SMS shall list the monitored segments discussing positive DSWD programs, services, issues and concerns aired within the concerned year.
- b. The average cost of primetime airtime for radio stations is PhP244,743 per 30 seconds.
- c. The media organization which provided the longest free radio airtime shall be declared the winner.

4. For Beat Reporter (exclusive for print)

The nominees must have caused the publication of the most number of positive DSWD stories, with the following considerations:

- a. The SMS shall list down all the beat reporters who are assigned to the DSWD.

- b. The SMS/SMU will then make an inventory of the stories written by the concerned reporter and published in his/her particular newspaper.
- c. The reporter with the most number of positive stories written shall be declared the winner.

5. Social Media Advocates

Special recognition will be given to individuals actively promoting and advocating DSWD programs and services through their blogs and social media accounts.

Refer to Annex C for the award's scoresheets.

C. Awarding

Items 3 and 4 under Section IV (Awarding) are hereby amended as follows:

The grant and amount of developmental incentive, which may be monetary in form, shall be based on the discretion of the DSWD Executive Committee and subject to the availability of funds.

Further, the grant of such incentive shall be in accordance with the existing fiscal rules and regulations.

D. Institutional Arrangements

A portion of item 2 under Section V (Institutional Arrangements) is hereby amended as follows:

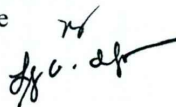
Instead of the Administrative Service, the **Disaster Response and Assistance Management Bureau (DreAMB)** shall lead the screening and selection of winners for Gawad Serbisyo and Salamat Po Award – Local Organization.

This Memorandum Circular takes effect immediately and amends previous issuances contrary thereto.

Issued this 8th day of January 2018.



EMMANUEL A. LEYCO
Officer-in-Charge



Certified True Copy:


MYRNA H. REYES

ANNEX A

Category : **Gawad Paglilingkod sa Sambayanan (GAPAS) Award
LGU Implementing an Outstanding Sustainable Livelihood Program
(SLP) Microenterprise Development Model**

LGU : _____
Field Office : _____
MD Project Title : _____

| <i>Key Evaluation Areas</i> | <i>Means of Verification</i> | <i>Grading System / Indicators</i> | <i>Weight</i> | <i>Rating</i> |
|--|---|--|---------------|---------------|
| Representation | <ul style="list-style-type: none"> <i>Bangon Kabuhayan submission and requirements</i> | * Automatic 5 pts for all entries / nominees | 5 | |
| Civic Engagement | <ul style="list-style-type: none"> <i>Interview</i> <i>List of external stakeholders</i> | Engaged 1 stakeholder- 5 Engaged multiple stakeholders - 10 | 10 | |
| Participation | <ul style="list-style-type: none"> <i>Interview</i> <i>SLPA Documents</i> <i>Photo documentation</i> <i>Write-ups</i> | Single counterpart- 10 Multiple counterpart - 20 | 20 | |
| Transparency and Accountability | <ul style="list-style-type: none"> <i>Interview</i> <i>SLPA Reports and LGU Reports (accomplishment, financial, progress)</i> | Partial disclosure of info. – 10 Full disclosure of info - 20 | 20 | |
| Effectiveness and Equity | <ul style="list-style-type: none"> <i>Socio-economic profiling by MSWDO</i> <i>Livelihood Assessment</i> | No plan –0 Indicated in the MSWDO plan but not | 20 | |

| <i>Key Evaluation Areas</i> | <i>Means of Verification</i> | <i>Grading System / Indicators</i> | <i>Weight</i> | <i>Rating</i> |
|-----------------------------|---|--|---------------|---------------|
| | | conducted – 10 Indicated in the MSWDO plan and conducted - 20 | | |
| Sustainability | <ul style="list-style-type: none"> • <i>LGU Development Plan</i> • <i>Ordinances relating to or in support to the project</i> | Incorporated plan in the LGU DevPlan - 25 | 25 | |

Category : **Gawad Paglilingkod sa Sambayanan (GAPAS) Award**
LGU Implementing an Outstanding Sustainable Livelihood Program
(SLP) Employment Facilitation Model

LGU : _____
 Field Office : _____
 MD Project Title : _____

| <i>Key Evaluation Areas</i> | <i>Means of Verification</i> | <i>Grading System / Indicators</i> | <i>Weight</i> | <i>Rating</i> |
|--|---|--|---------------|---------------|
| Representation | <ul style="list-style-type: none"> <i>Bangon Kabuhayan submission and requirements</i> | * Automatic 5 pts for all entries / nominees | 5 | |
| Civic Engagement | <ul style="list-style-type: none"> <i>Interview</i> <i>List of external stakeholders</i> | Engaged 1 stakeholder- 5 Engaged multiple stakeholders - 10 | 10 | |
| Participation | <ul style="list-style-type: none"> <i>Interview</i> <i>SLPA Documents</i> <i>Photo documentation</i> <i>Write-ups</i> | Single counterpart- 10 Multiple counterpart - 20 | 20 | |
| Transparency and Accountability | <ul style="list-style-type: none"> <i>Interview</i> <i>SLPA Reports and LGU Reports (accomplishment, financial, progress)</i> | Partial disclosure of info. – 10 Full disclosure of info - 20 | 20 | |
| Effectiveness and Equity | <ul style="list-style-type: none"> <i>Socio-economic profiling by MSWDO</i> <i>Livelihood Assessment</i> | No plan –0 Indicated in the MSWDO plan but not conducted – 10 | 20 | |

| <i>Key Evaluation Areas</i> | <i>Means of Verification</i> | <i>Grading System / Indicators</i> | <i>Weight</i> | <i>Rating</i> |
|-----------------------------|---|--|---------------|---------------|
| | | Indicated in the MSWDO plan and conducted - 20 | | |
| Sustainability | <ul style="list-style-type: none"> • <i>LGU Development Plan</i> • <i>Ordinances relating to or in support to the project</i> | Incorporated plan in the LGU DevPlan - 25 | 25 | |

ANNEX B

Category : **Gawad Paglilingkod sa Sambayanan (GAPAS) Award
Good Convergence Initiative**

Name of LGU:

Field Office:

Name of Nominee:

| Key Evaluation Areas | Means of Verification | Grading System/Indicators | Points | Rating |
|---|---|--|--------|--------|
| A. NEEDS AND CONTEXT-BASED (10 pts) Goals and targets are anchored on the issues/gaps identified based on the needs of the communities using the available data sources. | | | | |
| Alignment of CI goals and targets | Needs and Context-based Situational Analysis <i>(included in the final documentation)</i> | CI goals and targets are aligned with the priority identified needs and context of the community: 100% CI goals and targets are aligned with the identified needs and context of the community: 60% CI goals and targets are not aligned with the identified needs and context of the community: 10% | 5 | |
| Issues/ gaps responded/ resolved | CMAP scoreboard/ accomplishment report/final documentation report | 80% - 100% of identified issues/gaps responded/ resolved: 100% 51% - 79% of issues/gaps responded/resolved: 60% Less than 50% of issues/gaps responded/resolved: 10% | 5 | |
| B. PARTICIPATORY (20 pts) Activities in the development and implementation of the CI involve and are participated in by multi-stakeholders (partner-beneficiaries and other stakeholders). | | | | |
| Partners engaged in the conceptualization, development, implementation and monitoring of the initiative | MOU and/or MOA, SB/SP Resolution/EO (as applicable), Minutes of Meeting | Proponent together with the community conceptualized, developed, implemented, and monitored the initiative: 100% Proponent together with the inter-agency committee conceptualized, developed, | 20 | |

| | | | | |
|--|---|--|----|--|
| | | implemented, and monitored the initiative: 60% | | |
| | | Proponent conceptualized, developed, implemented, and monitored the initiative: 10% | | |
| C. INNOVATIVENESS (15 pts) Introduces or reinvents tools or techniques so that intervention is responsive to the needs and adjust to trends or changes. | | | | |
| Tools/techniques introduced/implemented beyond the usual practices in the community/area | Evaluation/Assessment/ FGD findings or report | The CI introduced not yet used by the community/area: 100% | 15 | |
| | | The CI introduced tools/techniques that are widely used but with improvement or enhancement: 60% | | |
| | | The CI introduced tools/ techniques that are widely used in a particular aspect and are adopted for use in another aspect: 10% | | |
| D. SUSTAINABILITY AND REPLICABILITY (35pts) | | | | |
| Perceived change or effect of CI to beneficiaries | Evaluation/ Study/ Survey/ FGD results | Partner-beneficiaries perceive that the initiative has a long-term effect: 100% | 15 | |
| | | Partner-beneficiaries perceive that the initiative has a medium-term effect: 60% | | |
| | | Partner-beneficiaries perceive that the initiative is effective: 10% | | |
| Policies crafted and systems in place to support the CI | Copy of policies/ resolution/ MOA/MOU (for adoption/replication), Constitution & By-Laws (for associations) | The CI is supported by local policies, funding and M&E mechanisms: 100% | 10 | |
| | | The CI is supported by only two of the three identified aspects: 60% | | |
| | | The CI is supported by only one of the three identified aspects: 10% | | |

| | | | | |
|---|---|---|----|--|
| Replication of the CI in other areas | Final Documentation | <p>CI has been replicated to other areas with similar socio-demographic profile producing similar results: 100%</p> <p>CI has been implemented for at least 6 months and has been or has elements replicated to at least one other area with similar results: 60%</p> <p>CI has been implemented for at least 6 months but has not been replicated to other areas but certain elements has potential for replication: 10%</p> | 10 | |
| E. RESOURCE EFFICIENCY (20) Resources are utilized in an optimum manner by harmonizing existing financial, physical, and human resources leading to limited or zero wastage. | | | | |
| Percentage of target beneficiaries served | <p>Accomplishment Report where Financial and Physical status are stated</p> <p>Optional Attachment/s: WFP and AIP Certification from Budget Officer (if LGU is the partner)</p> | <p>90% - 100% of target beneficiaries served: 100%</p> <p>80% - 89% of target beneficiaries served: 60%</p> <p>Less than 80% of target beneficiaries served: 10%</p> | 10 | |
| Harmonization of resources with DSWD and other partners (at least 2). | MOA/MOU or any other document signifying partnership and resource sharing in the initiative. | <p>Proponent harmonized resources with DSWD and two (2) more stakeholders (civil society organization/non-government organization, community-based organization/private sector) at the local level: 100%</p> <p>Proponent harmonized resources with DSWD and one (1) more stakeholders (civil society organization/non-government organization, community-based organization/private sector)</p> | 10 | |

| | | | | |
|--|--|---|--|--|
| | | at the local level: 60% Proponent harmonized resources with DSWD only: 10% | | |
|--|--|---|--|--|

RATED BY:

CONFIRMED BY:

Name, Position and Signature

Name, Position and Signature

Category : Gawad Ulat

A. Most DSWD-Supportive Newspaper

| Newspapers/Tabloids | No. of Stories Published | PR Value |
|---------------------|--------------------------|----------|
| | | |

B. Most DSWD-Supportive TV Station

| TV Stations | No. of Stories Aired | PR Value |
|-------------|----------------------|----------|
| | | |

C. Most DSWD-Supportive Radio Station

| Radio Stations | No. of Stories Aired | PR Value |
|----------------|----------------------|----------|
| | | |

D. Most DSWD-Friendly Beat Reporter

| Beat Reporters | Affiliation | No. of Stories Published | PR Value |
|----------------|-------------|--------------------------|----------|
| | | | |

E. DSWD Social Media Advocates

| Name of online news site | No. of Stories Published | PR Value |
|--------------------------|--------------------------|----------|
| | | |