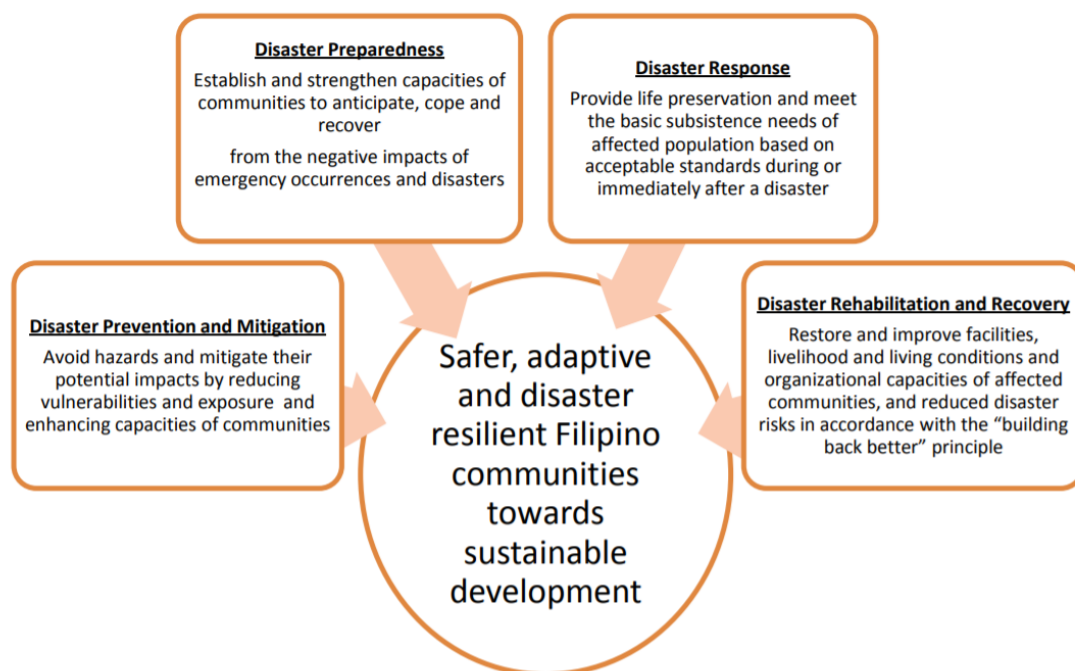


Briefer for Logo-Making Contest

I. OVERVIEW

We are consciously and fully aware that disaster can be at the doorstep of our every community. It is just waiting to happen given the changes of our climate and circumstances in our physical environment and surroundings. Because of the painful reality of the devastating consequences to every individual, family, and our society as a whole once a disaster occurs we cannot afford to be helpless and at the mercy of our own inaction.

The Philippine Disaster Risk Reduction and Management System is anchored in the **four thematic areas, namely, (1) Disaster Prevention and Mitigation; (2) Disaster Preparedness; (3) Disaster Response; and (4) Disaster Rehabilitation and Recovery**, which correspond to the structure of the National Disaster Risk Reduction and Management Council (NDRRMC). The goals of each thematic area lead to the attainment of the country's overall DRRM vision, as graphically shown below.



As the country face the trials of the "new normal" where calamities are getting stronger and wider in magnitude and scope, the challenges of coping with the new phenomenon is something that the entire Disaster Response Committee should contend. Hence the significance of the creation of this said committee.

The Regional Disaster Response Committee (RDRC) was created last 2014 to mirror the national committee counterpart with the aim to ensure the delivery of services by all agencies involved in disaster response. The committee is composed of the following regional agencies:

Department of Social Welfare and Development
 Office of Civil Defense
 Department of Education
 Department of Health
 Department of Science and Technology
 Philippine National Police
 Philippine Army
 Philippine Coast Guard
 Department of the Interior and Local Government
 Department of Public Works and Highways
 National Bureau of Investigation
 Department of Trade and Industry
 Department of Agrarian Reform
 Department of Agriculture
 Philippine Ports Authority
 Department of Transportation and Communication
 Philippine Information Agency
 Bureau of Fire Protection
 Department of Labor and Employment
 Civil Aviation Authority of the Philippines
 National Food Authority
 National Housing Authority
 Housing and Land Use Regulatory Board
 Adventist Development & Relief Agency
 Father Saturnino Urios University
 Philippine Red Cross
 Department of Environment and Natural Resources
 DOST-Philippine Atmospheric, Geophysical and Astronomical Services
 Administration (PAGASA)
 Department of Transportation
 42nd Infantry (Stingers) Brigade
 Sibog Katawhan Alang sa Paglambo (SiKAP)

Under the Disaster Response are the twelve (12) humanitarian clusters as reflected below with the corresponding cluster lead:

CLUSTER	GOVERNMENT LEAD
1. Food and Non-Food Items	Department of Social Welfare and Development
2. Health [Public Health and Medical; Water, Sanitation and Hygiene (WASH); Nutrition; Mental Health and Psychosocial Support (MHPSS)]	Department of Health
3. Camp Coordination and Camp Management (CCCM)	Department of Social Welfare and Development

4. Logistics	Office of Civil Defense
5. Emergency Telecommunications	Office of Civil Defense
6. Education	Department of Education
7. Search Rescue and Retrieval	Armed Forces of the Philippines (PA, PNP, PAF)
8. Management of the Dead and Missing (MDM)	Department of Interior and Local Government
9. International Humanitarian Relations	Department of Foreign Affairs
10. Law and Order	Philippine National Police
11. Internally Displaced Persons Protection	Department of Social Welfare and Development
12. Agriculture	Department of Agriculture

The Department of Social Welfare and Development (DSWD), as the lead agency for Disaster Response, is mandated to ensure that the response of the Philippine Government as a whole is well-coordinated, follows established protocols, and is clearly communicated to the public. The Department also performs two functions: (1) provides augmentation support to disaster-affected local government units (LGUs) whenever their funds are exhausted and (2) assumes the functions of the LGUs in disaster relief operations depending on the magnitude of the affectation or devastation.

The DSWD through the Disaster Response Management Division (DRMD) is mandated to lead the development, implementation and delivery of coordinated disaster response management programs, projects and psychosocial services for the victims of disasters.

On June 28, 2017, President Rodrigo Roa Duterte signed his Executive Order no. 29 renaming the National Disaster Consciousness Month to National Disaster Resilience Month and shifting its focus from Disaster Awareness Building to Disaster Resilience. According to him, the NDRM shall be collectively observed by all Filipinos through the conduct of activities covering the four thematic areas of disasters.

As stated by EO No.29 series of 2017, there is a need to promote the significance of disaster resilience which pertains to the ability of individuals, communities, organizations, and states to adapt to and recover from the effects of hazards and disasters through effective risk management.

In this year's observance of the National Disaster Resilience Month, DSWD Field Office Caraga is holding various contests and activities such as the RDRC Logo-Making Contest, Spoken Poetry, Tree Growing, Emergency Drills and many more.

II. MECHANICS/GUIDELINES

To date, the Regional Disaster Response Committee (RDRC) in Caraga do not have their own logo. The purpose of this activity is to come up with such logo that will reflect the elements that describe RDRC.

1. The contest is open to **High School – Senior High School Students in Caraga region.**
2. Logo should be digital/graphic designed, original and may be a pictorial mark logo, abstract mark logo, emblem logo or a combination mark logo
3. Entries should be in digitized format (“png” and “psd” or “ai”) with a resolution of 300 dpi with the following attachment: Rationale of the logo and its details (not exceeding 500 words)
4. All submitted work must be the original work of the entrant(s) and must not be include, be based on, or deprived from any pre-existing or third-party designs, trademarks, or copyrighted images. The participant shall be held accountable for any issues that may question the originality and authenticity of the design.
5. Each student can only submit 1 logo entry for the duration of the contest.
6. Participants must fill-out an online registration form here: tinyurl.com/rdrc-logo-making or may access the link through scanning the QR code below:



7. All entries should be submitted on or before **JULY 12, 2021** via email: drmd.focrg@dswd.gov.ph in both “png”,and “psd” or “ai” formats.
8. All logo entries will be owned by the organizer/concerned committee once submitted.

III. CRITERIA FOR JUDGING:

- Originality and Distinctiveness of entry- **30 %**
- Relevance to the Functions of the Committees- **50%**
- Quality and Design (PNG version) - **20%**

Total 100%

IV. WINNERS

- There will be three (3) winners, 3rd, 2nd and 1st/champion, who will be given cash prizes plus plaque/token and to be announced during the Culmination Activity on July 30, 2021:

1st Place/Champion – PhP 3,500 + Plaque + Certificate

2nd Place – PhP 2,500 + Plaque + Certificate

3rd Place – PhP 1,500 + Plaque + Certificate

- Entry that is declared 1st place/champion in each category will officially become the logo of the committee in the region.