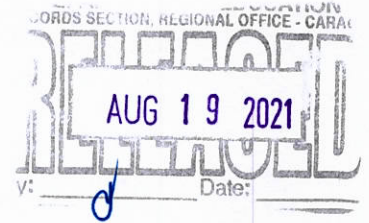




Republic of the Philippines
Department of Education
CARAGA REGION



August 19, 2021

REGIONAL MEMORANDUM
No. 645, s. 2021

To: SCHOOLS DIVISION SUPERINTENDENTS
This Region

**PARTICIPATION TO AN ART MAKING CONTEST COMMEMORATING
ASEAN DAY**

1. The International Cooperation Office (ICO) is mandated to act as the focal point for the planning and coordinating of international and regional programs and activities of different international organizations including ASEAN. The office has been active in supporting ASEAN's initiatives, especially those which are related to matters concerning Basic Education in the Philippines. In addition, ICO also understands the importance of raising awareness about ASEAN among DepEd teaching and non-teaching personnel both in the Central Office and Field Offices, and its learners. Given the community quarantine restriction imposed under the New Normal, this year's ASEAN Month celebration will be held in hybrid format or virtually.
2. With the current conditions of the COVID-19 pandemic, the ICO has decided to conduct an online activity that will enable engagement, not only with stakeholders within the Central Office, but students across the country as well. Thus, this year, ICO will be spearheading CreASEAN: An Art-Making Contest Commemorating ASEAN Day. CreASEAN aims to provide a platform for our Basic Education learners where they can creatively express their perception, vision, and thoughts on ASEAN through their original creations.
3. The office shall be accepting entries from the SDOs until August 23, 2021 midnight. Regional screening of entries shall be on August 24-28, 2021 and announcement of winners will be on August 29, 2021.
4. All entries shall be submitted via this shared google drive: <https://drive.google.com/drive/folders/12CqXLveraiqHot9BwXUGPIDzJji4rpRV?usp=sharing> not later than August 23, 2021. Please label folder with SDO and contest category.
5. For more queries you may refer to the attached mechanics of the contest or contact the ICO-related activities focal person through this email: adrilenemae.castanos@deped.gov.ph.



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6. Immediate dissemination of this Memorandum is highly desired.


EVELYN R. FETALVERO, CESO IV
Regional Director 

Encl/s.: As stated
Reference/s: Concept Note of CreASEAN
To be indicated in the Perpetual Index
under the following subjects:

ART MAKING CONTEST

ASEAN DAY

ESS/ajc
08/19/2021



Republika ng Pilipinas
Department of Education
INTERNATIONAL COOPERATION OFFICE

2021 ASEAN Day Celebration
8 August 2021

CreASEAN: An Art-Making Contest Commemorating ASEAN Day

I. Rationale

Founded on 8 August 1967, the Association of Southeast Asian Nations (ASEAN) is considered today as one of the most prominent and successful regional organizations in the world. From five (5) founding member states, the ASEAN now comprises of ten countries namely Brunei Darussalam, the Kingdom of Cambodia, the Republic of Indonesia, Lao People's Democratic Republic, Federation of Malaysia, Union of Myanmar, the Republic of the Philippines, the Republic of Singapore, the Kingdom of Thailand, and the Socialist Republic of Vietnam. This year marks its 54th founding anniversary with Brunei Darussalam as the Chair of ASEAN for 2021.

The International Cooperation Office (ICO) is mandated to act as the focal point for the planning and coordinating of international and regional programs and activities of different international organizations including ASEAN. The office has been active in supporting ASEAN's initiatives, especially those which are related to matters concerning Basic Education in the Philippines. In addition, ICO also understands the importance of raising awareness about ASEAN among DepEd teaching and non-teaching personnel both in the Central Office and Field Offices, and its learners. Given the community quarantine restriction imposed under the New Normal, this year's ASEAN Month celebration will be held in hybrid format or virtually.

With the current conditions of the COVID-19 pandemic, the ICO has decided to conduct an online activity that will enable engagement, not only with stakeholders within the Central Office, but students across the country as well. Thus, this year, ICO will be spearheading CreASEAN: An Art-Making Contest Commemorating ASEAN Day. CreASEAN aims to provide a platform for our Basic Education learners where they can creatively express their perception, vision, and thoughts on ASEAN through their original creations. The contest will have two components: a) for Elementary Learners (Grades 1-6) and b) for Junior High School and Senior High School Learners (Grades 7 to 12). The participants on the first component will be competing in Category 1 (Recycled Art) while participants on the second component will be competing in Category 2 (Digital Mask Design).

The winning artworks will be featured during the ASEAN education-related

meetings, to be hosted by the Philippines, in September 2021. Specifically, the winning digital art design will be used for the tokens of the aforementioned meetings.

II. Objectives

CreASEAN aims to:

- 1. Promote ASEAN awareness among DepEd stakeholders;
- 2. Invite more learners to familiarize themselves on ASEAN culture, history, objectives, and initiatives;
- 3. Recognize the creative artistry of Filipino learners; and
- 4. Strengthen the “makakalikasan” core value by conducting recycling and paperless activities.

III. Activities and Methodology

Date	Activity
2 August 2021	Art Contest Virtual Launch
3 August 2021 - 30 August 2021	Acceptance of Submission
1 September 2021	Deliberation
3 September 2021	Announcement of Winners

Category 1: Recycled Art

Each Regional Office (RO) will be selecting only one (1) elementary learner as their participant for the contest. The selection process for each region is upon the discretion of each Regional Office. The selected learner shall compete by creating their own interpretation of the ASEAN Logo and 2021 ASEAN Chairmanship theme through recycled artwork.

The physical version of the artworks need not be sent to ICO. Submission will be conducted online. Submitted artworks shall be sent to ico@deped.gov.ph with the subject “CreASEAN 1_[Region]_[Title of the Work].” The submission should contain the following:

- 1. A descriptive report on the materials used for the artwork,
- 2. A photo of the artwork held or placed beside the artist,
- 3. Behind the scene photos or short video clips of the artist at work,
- 4. Full name of the learner, school name, School ID, Division, and Region.

Category 2: Digital Mask Design

Each Regional Office will be selecting one (1) Junior High or Senior High School student as their participant for the contest. The selection process for each region is upon the discretion of each Regional Office. The selected learner shall compete by creating a digital version of their own face-mask design inspired by the ASEAN Senior Officials Meeting on Education

(SOM-ED) chairmanship logo and theme.

The digital artworks shall be submitted online to *ico@deped.gov.ph* with the subject “CreASEAN 2_[Region]_[Title of the Work].” The submission should contain the following:

1. The digital design rendered on a face mask,
2. A version of the design in PNG format,
3. Behind the scene photos or short video clips of the artist at work, and
4. Full name of the learner, school name, School ID, Division, and Region.

IV. Event Partners

This event will be done in collaboration with the following offices:

Public Affairs Service (PAS)

External Partnerships Services - Special Events Unit (SEU)