



Republic of the Philippines
Office of the President
COMMISSION ON HIGHER EDUCATION
Regional Office III
Matulungin St., Diosdado Macapagal Government Center,
Brgy. Maimpis, City of San Fernando, Pampanga, Philippines

RELEASED

MAR 21 2022

CHEDRO III

CHEDRO-III MEMORANDUM
No. 037, s. 2022

**For : ALL PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS
IN REGION III**

Subject : Kwentong Kalikasan: A Video Advocacy Initiative

Date : March 17, 2022

The Association of Young Environmental Journalists (AYEJ) and Forest Foundation Philippines (FPF), in coordination with this Office hereby endorse the **Kwentong Kalikasan: A Video Advocacy Initiative**, in observance of the **International Day of Forests** on March 21, 2022 from 5:00PM-7:00PM.

Kwentong Kalikasan aims to highlight the stories and works of personalities, scientists, conservationists, champions, and emerging advocates of the forest landscapes in the hopes of multiplying and creatively documenting the positive impact of the work that is being done on forest conservation.

Participants to attend this event are high school and college students, environmental advocates and media practitioners who are expected to take part in the interactive panel discussion on the power of video storytelling in advocacy work. Interested participants may register through this link: <https://bit.ly/KwentongKalikasanLaunch>. Attached are the pertinent documents (such as the Letter of Invitation, Program Flow, Program Launch Poster and Kwentong Kalikasan Primer), for information and reference:

Should there be further queries, interested participants may contact Ms. Trinnah Marie Caracho, Project Coordinator, Association of Young Environmental Journalists, through this telephone number: (+63) 905-311-5230. She can also be reached through the Official Website: <https://ajej.org>.

For the voluntary participation of all concerned.

Wide dissemination of this memorandum is desired.


DR. LEONIDA B. SIGUA-CALAGUI, LLB, CESO III
Director IV

Reference:

Letter of Ms. Trinnah Marie Caracho
Project Coordinator
Association of Young Environmental Journalists