



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III

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CHEDRO III

CHEDRO-III MEMORANDUM

No. 44, series of 2024

For : **ALL PRESIDENTS/HEADS/OFFICERS-IN-CHARGE OF STATE UNIVERSITIES AND COLLEGES (SUCs) IN REGION III**

Subject : **2024 NATIONAL INNOVATION DAY**

Date : **April 1, 2024**

This has reference to the attached Memorandum from the National Economic and Development Authority (NEDA) dated March 21, 2024 requesting dissemination of the Memorandum Circular No. 44, "Conduct of Programs and Activities for the Celebration of the 2024 National Innovation Day," dated March 12, 2024.

Detailed information and guidelines are provided in the memorandum.

Should there be any queries/clarifications, the concerned staff may directly contact the National Innovation Council Secretariat through telephone number (02) 8631-0960 or email at innovationday@neda.gov.ph.

For everyone's information and usual cooperation.

DR. LORA L. YUSI

Director IV

Incl: As stated

Matulungin Street, Diosdado Macapagal Regional Government Center, Maimpis, City of San Fernando, Pampanga 2000

<https://chedro3.ched.gov.ph/> chedro3@ched.gov.ph <https://www.facebook.com/CHEDRegionalOffice3>

T: (045) 436-1847 / (045) 402-6659 | F: (045) 455-1662

Matulungin Street, Diosdado Macapagal Regional Government Center, Maimpis, City of San Fernando, Pampanga 2000

<https://chedro3.ched.gov.ph/> chedro3@ched.gov.ph <https://www.facebook.com/CHEDRegionalOffice3>


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REPUBLIC OF THE PHILIPPINES
NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

MEMORANDUM

FOR : **ALL NATIONAL INNOVATION COUNCIL (NIC) MEMBERS
AND OTHER NATIONAL GOVERNMENT AGENCIES**

FROM : **ARSENIO M. BALISACAN** 
Secretary, NEDA
Vice-Chairperson, NIC

SUBJECT : **Dissemination of Memorandum Circular No. 44 on the
Celebration of the 2024 National Innovation Day**

DATE : March 21, 2024

1. This is to furnish you with a copy of Memorandum Circular No. 44, dated March 12, 2024, which directs all national government agencies and instrumentalities—including government-owned or -controlled corporations (GOCCs) and local government units (LGUs)—as well as the private sector to extend their full support and cooperation to the conduct of programs and activities during the 2024 National Innovation Day (NID).
2. This year's NID, which carries the theme "**Unboxing the *Filipinnovation Mindset***", aims to (a) increase the public's awareness on the innovation programs and activities of the public and private sectors; (b) cultivate an innovative culture and mindset among Filipinos; and (c) promote *Filipinnovation* — our whole-of-nation call and commitment to accelerating the country's progress through innovation.
3. In light of this, we are requesting all government agencies to participate in the celebration of the 2024 NID, which will be **livestreamed at the *Filipinnovation Facebook* page on April 22, 2024**, by undertaking any of the following activities:

- a. Display the official 2024 NID campaign materials (i.e., banners, video loops, posters, and wallpapers) in conspicuous areas through tarpaulins, TVs, LEDs, and other platforms;
- b. Present or showcase the *Filipinnovation* branding by placing the logos and collaterals into your innovation-related activities and events;
- c. Play AVPs promoting *Filipinnovation* during relevant activities and events;
- d. Issue 2024 NID-related announcements to your respective regional offices, provincial offices, and/or LGUs;
- e. Organize theme-related activities such as hackathons, forums, and exhibits, among others;
- f. Promote the campaign using the hashtags: *#Filipinnovation*, *#NID2024*, and *#UnboxingtheFilipinnovationMindset*; and
- g. Connect with the *Filipinnovation* Facebook page via www.facebook.com/NICfilipinnovation.

Guidelines, materials, and collaterals for display can be accessed and downloaded through this link: bit.ly/Filipinnovation_Collaterals or through the NEDA landing page.

4. To further ensure that the participation of LGUs and state universities and colleges will be maximized, we also request the DILG and CHED to disseminate the information and actively participate in heightening the awareness on innovation across the country.
5. Kindly note that the activities of each agency or entity related to the celebration of the 2024 NID shall be charged against their respective agency or organization's budget. For inquiries, clarifications, and/or collaborations, you may contact the National Innovation Council Secretariat through innovationday@neda.gov.ph or at telephone number: 8631-0960 loc. 21611.

Thank you.

**Office of the President
of the Philippines
Malacañang**

MEMORANDUM CIRCULAR NO. 44

**CONDUCT OF PROGRAMS AND ACTIVITIES FOR THE
CELEBRATION OF THE 2024 "NATIONAL INNOVATION DAY"**

WHEREAS, Section 2 of Republic Act (RA) No. 11293 or the "Philippine Innovation Act" declares it a policy of the State to foster innovation in the country as a vital component of national development and sustainable economic growth;

WHEREAS, Section 27 of RA No. 11293 declares April 21 of every year as "National Innovation Day" and mandates the National Innovation Council (NIC), in coordination with concerned government agencies, to plan, design and implement programs and activities in celebration thereof;

WHEREAS, according to the NIC, this year's celebration of "National Innovation Day," with the theme "Unboxing the *Filipinnovation* Mindset," aims to increase public awareness on innovation programs and activities of the public and private sectors, cultivate among all Filipinos innovative culture and mindset, and promote *Filipinnovation*, a whole-of-nation call and commitment to accelerate the country's progress through innovation;

WHEREAS, the celebration of the "National Innovation Day" will highlight innovation in all areas, consistent with the transformation agenda outlined in the Philippine Development Plan 2023-2028 and National Innovation Agenda and Strategy Document 2023-2032, particularly on establishing a dynamic innovation ecosystem; and

WHEREAS, Section 17, Article VII of the Constitution vests in the President the power of control over all the executive departments, bureaus, and offices and the mandate to ensure faithful execution of laws;

NOW, THEREFORE, the following are hereby ordered.

The NIC, in close coordination with the Department of Science and Technology, Department of Trade and Industry, Department of Education, Commission on Higher Education, the Technical Education and Skills Development Authority and such other concerned agencies, shall spearhead the conduct of activities and programs during the annual celebration of the "National Innovation Day."

All national government agencies and instrumentalities, including government-owned or -controlled corporations, are hereby directed, and local government units and the private sector are hereby encouraged, to extend full support

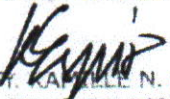
and cooperation in the conduct of programs and activities during the "National Innovation Day."

This Circular shall take effect immediately.

DONE, in the City of Manila, this 12th day of March, in the year of our Lord, Two Thousand and Twenty-Four.

By authority of the President:


LUCAS P. BERSAMIN
Executive Secretary 

Office of the President
MALACAÑANG RECORDS OFFICE
CERTIFIED COPY

ATTY. KAMILLE N. ESPINO
ACTING DIRECTOR IV 