



COMMISSION ON HIGHER EDUCATION

## REGIONAL OFFICE III



### CHEDRO-III MEMORANDUM

No. 142 s. 2024

For : ALL PRESIDENTS/HEADS OF PUBLIC AND PRIVATE HIGHER  
EDUCATION INSTITUTIONS (HEIs) IN REGION III

Subject : BAGONG PILIPINAS ROADSHOW

Date : July 16, 2024

In pursuit of the National Security Council to roll out, advocate, and disseminate the **Bagong Pilipinas Roadshow for a Free, Peaceful, and Secure Nation**, particularly in the **Campus Caravan** component under the banner, "**Waves of Contention: Issues, Prospects, and Challenges of the West Philippine Sea**," this Office encourages students and faculty from both public and private higher education institutions to attend the webinar series.

The seminar series (Campus and Media Caravan) for students, faculty, and local media aims to educate on the geopolitical and legal complexities of the West Philippine Sea. Interactive session will cover historical backgrounds, legal frameworks, and the Philippines' rights, while promoting responsible journalism.

For inquiries and other details, interested HEIs are advised to contact the information provided below:

#### NSC STRATEGIC COMMUNICATIONS OFFICE

Telephone No. – 8932-2532

Email – [stratcom@nsc.gov.ph](mailto:stratcom@nsc.gov.ph)

Wide dissemination of this Memorandum is desired.

**DR. LORA L. YUSI**  
Director IV

## CONCEPT NOTE

### BAGONG PILIPINAS ROADSHOW FOR A FREE, PEACEFUL, AND SECURE NATION

Duration: July 2024 - 2025

#### 1. BACKGROUND/DETAILS.

- 1.1 **Objectives.** The "**Bagong Pilipinas Roadshow for a Free, Peaceful, and Secure Nation**" aims to disseminate and advocate the National Security Policy 2023-2028 and the National Security Strategy 2024, incorporating the Bagong Pilipinas governance brand, to foster a free, peaceful, and secure Philippines.

This initiative seeks to engage stakeholders from all sectors, raise awareness on key national security issues, and mobilize support for government efforts, particularly in addressing internal threats and safeguarding territorial integrity.

Key topics will include the National Security Policy (NSP), National Security Strategy (NSS), anti-communist insurgency efforts through the National Task Force to End Local Communist Armed Conflict (NTF-ELCAC), and territorial integrity and adherence to international law in the West Philippine Sea through the National Task Force West Philippine Sea (NTF WPS).

- 1.2. **Implementation Plan/Proposed Program of Activities.** Convergence efforts will focus on achieving a free, peaceful, and secure nation and asserting our rights in the West Philippine Sea.

The **National Security Council (NSC)** and the **Department of Interior and Local Government (DILG)** will lead the advocacy efforts, in collaboration with various government agencies and non-government organizations, including the following:

- National Task Force for the West Philippine Sea (NTF-WPS)
- National Task Force to End Local Communist Armed Conflict (NTF-ELCAC)
- Department of National Defense (DND)
- Presidential Communications Office (PCO)
- Commission on Higher Education (CHED)
- Department of Agriculture (DA)
- Technical Education and Skills Development Authority (TESDA)
- Office of the Presidential Adviser on the Peace, Reconciliation and Unity (OPAPRU)
- Philippine Information Agency (PIA)
- Philippine Coast Guard (PCG)
- Bureau of Fisheries and Aquatic Resources (BFAR)
- Cooperative Development Authority (CDA)
- Armed Forces of the Philippines (AFP)
  - Philippine Army (PA)



- Philippine Navy (PN)
- Philippine Air Force (PAF)
- Philippine National Police (PNP)
- Union of Local Authorities of the Philippines (ULAP)
- Atin Ito Coalition
- Local Government Development Institute (LGDI)

### 1.3. Roadshow Activities

#### Day 1

##### a. Takbo Para sa WPS

*This activity raises public awareness and support for safeguarding our sovereign rights and interests in the West Philippine Sea, engaging stakeholders and communities, and demonstrating our commitment to national security and maritime integrity.*

**Lead Agency: PCG**

**Target Number of Participants:** 5,000 runners

*[See Annex A for the program of this activity.]*

##### b. Mall Photo Exhibit

*This one-week exhibit raises awareness of the West Philippine Sea's importance and challenges. Through visual displays and informative narratives, it engages mall-goers in meaningful conversations, fostering stewardship and inspiring advocacy to protect the sea's sovereignty and marine resources.*

**Lead Group: Atin Ito Coalition**

**Target Number of Reach:** 10,000 mall-goers

*[See Annex B for the program of this activity.]*

#### Day 2

##### c. Pambansang Seguridad Tungo sa Pag-Unlad

*This morning multi-sectoral event promotes national security awareness through keynote speeches, policy discussions, and peace-building presentations. It fosters collaboration to address security challenges and emphasizes safeguarding the Philippines' West Philippine Sea rights, encouraging community-driven maritime security initiatives.*

**Lead Agencies: DILG and NSC**

**Target Number of Participants:** 1,000 local officials and participants from the general public

*[See Annex C for the program of this activity.]*

##### d. Roadshow Press Conference

*This noontime event disseminates key messages on national security, emphasizing collaboration and collective action. It informs stakeholders*

about security policy, peace-building efforts, and safeguarding the Philippines' West Philippine Sea rights, highlighting community-driven maritime security initiatives.

**Lead Agencies: PCO and PIA**

**Target Number of Participants:** 100 local media professionals  
[See Annex D for the program of this activity.]

**e. Waves of Contention:**

Issues, Prospects, and Challenges of the West Philippine Sea

*This afternoon seminar series (Campus and Media Caravan) for students, faculty, and local media aims to educate on the geopolitical and legal complexities of the West Philippine Sea. Interactive sessions will cover historical backgrounds, legal frameworks, and the Philippines' rights, while promoting responsible journalism. Open forums will foster dialogue and reinforce key insights.*

**Lead Agencies: CHED, PCO, and PIA**

**Target Number of Participants:** 500 students, 50 faculty members, and 100 local media professionals  
[See Annex E for the program of this activity.]

**f. Local Voices for National Security**

*(LGU Consultation on NSP-NSS)*

*This afternoon consultation will gather LGUs and key stakeholders to discuss national security. The event aims to collect insights and recommendations to inform national security policies and strategies. By fostering collaboration between LGUs and national agencies, it seeks to enhance grassroots security measures and ensure a cohesive approach to regional security challenges.*

**Lead Agency: NSC and DILG**

**Target Number of Participants:** 150 local officials composing the Peace and Order Council, and representatives from other pillars of the criminal justice system (police, prosecution service, courts, jail, and corrections)  
[See Annex F for the program of this activity.]

**Day 3**

**g. OPLAN LAYAG**

*This activity supports local fishermen in areas, particularly those who reside in areas facing the West Philippine Sea by providing them with fishing boats. This initiative aims to enhance the livelihoods of Filipino fishermen, promote sustainable fishing practices, and strengthen the presence and activities of local communities in the West Philippine Sea.*



**Lead Agency: BFAR**

**Target Number of Participants:** 50-100 fisher-beneficiaries

*[See Annex G for the program of this activity.]*

- 1.4. **Proposed Roadshow Schedule.** The roadshow will commence on June 2024 until 2025, covering selected areas nationwide, as follows:

REGION	HOST CITY/PROVINCE	Date	
CAR	Baguio City	10-12 July	Wednesday-Friday
7	Cebu City	04-06 August	Sunday-Tuesday
10 & 11	CDO-Davao	08-12 September	Sunday-Thursday
3	Iba, Zambales	09-11 October	Wednesday-Friday
1	Laoag, Ilocos Norte	13-15 November	Wednesday-Friday
8	Tacloban, Leyte	04-06 December	Wednesday-Friday
2	Tuguegarao, Cagayan	22-24 January	Wednesday-Friday
4B	Puerto Princesa, Palawan	19-21 February	Wednesday-Friday

Each event will consist of multi-sectoral morning sessions for local government officials and constituents in an LGU-provided venue, followed by a press conference. In the afternoon, sessions will be held at campus venues for students and faculty, local media, and Peace and Order Council engagements, focusing on the West Philippine Sea.

Regional centers that cannot be accommodated in the current year, 2024, will be carried over to the following year, 2025.

**2. Logistics, Coordination, and Convergence.**

- The DILG shall coordinate logistics, including venue selection and participant outreach. The LGU shall be requested to shoulder on-ground expenses through the DILG. A Department Order from DILG will mobilize officials and stakeholders across regional centers.
- In the Cebu and Cagayan de Oro legs, the "Takbo para sa WPS," a running event organized by the Philippine Coast Guard in collaboration with RUNRIO to raise awareness about the West Philippine Sea; will serve as the opening salvo of the Bagong Pilipinas Roadshow.
- In the Campus and Media Caravan titled "Waves of Contention: Issues, Prospects, and Challenges of the West Philippine Sea," the Commission on Higher Education (CHED) will mobilize students and faculty from various state and local universities and colleges, as well as private higher education institutions. Meanwhile, the Presidential Communications Office (PCO) and the Philippine Information Agency (PIA) will mobilize local media across the region. The responsibility for logistics will be shared by both CHED and PCO.



- PCO will also incorporate contests like essay and songwriting competitions into the regional setup, with awards presented at the roadshow, particularly in the combined Campus Caravan and Media Seminar.
- The "Oplan Layag," an initiative by the Bureau of Fisheries and Aquatic Resources (BFAR) which provides fishing boats to Filipino fishermen, will be conducted in selected venues facing the West Philippine Sea, supporting local fishermen in the area.
- The Armed Forces of the Philippines (AFP) will be tapped to invite celebrity reservists to participate in the Bagong Pilipinas for a Free, Peaceful, and Secure Nation Roadshow. Their presence is expected to attract more attendees and generate greater interest and engagement in the event.

### 3. Roadshow Displays

3.1. **Pop-up Informational Exhibit.** This will feature compelling infographics highlighting paramount national security concerns, with a particular emphasis on the West Philippine Sea (WPS).

- The Atin Ito Coalition will collaborate to install a photo exhibit at a strategically chosen mall in the area, dedicated to raising awareness about the West Philippine Sea, beginning a week before the main roadshow.
- Selected agencies are urged to participate by setting up informational exhibit at the multi-sectoral roadshow, which serves as a platform to underscore critical national security issues. Agencies have the flexibility to tailor their exhibit area setup according to their unique preferences and priorities, allowing them to effectively engage with attendees and contribute to the event's objectives.

These agencies include:

- National Security Council (NSC) / National Task Force for the West Philippine Sea (NTF-WPS)
- Department of the Interior and Local Government (DILG)
- National Task Force to End Local Communist Armed Conflict (NTF-ELCAC)
- Office of the Presidential Adviser on the Peace, Reconciliation and Unity (OPAPRU)
- Presidential Communications Office (PCO)
- Philippine Information Agency (PIA)
- Commission on Higher Education (CHED)

3.2. **Demonstration / Capability Booth:** This offers hands-on experience where participants can don sample uniforms of the AFP, handle equipment, and take photos. This interactive setup aims to educate and inspire, showcasing the commitment and advancements in defense and security. It serves as a motivational platform for students and participants to consider joining the AFP and the PCG, and contributing to the nation's defense efforts.



- Armed Forces of the Philippines (AFP)
  - Philippine Army (PA)
  - Philippine Navy (PN)
  - Philippine Air Force (PAF)
- Philippine Coast Guard (PCG)
- Philippine National Police (PNP)

3.3. **Help Desk:** This will provide assistance to farmers, fisher folks, and the community regarding their livelihood needs and training inquiries. These dedicated stations will offer guidance, resources, and support tailored to the specific requirements of each group, aiming to empower and uplift individuals in their respective fields.

- Bureau of Fisheries and Aquatic Resources (BFAR)
- Technical Education and Skills Development Authority (TESDA)
- Cooperative Development Authority (CDA)

3.4. **Stores:** DA's "Kadiwa ng Pangulo" program, renowned for its impact on local farming communities, will set up stores at the multi-sectoral event of the roadshow, contributing to food security. This farm-to-consumer market chain empowers local producers, enhancing their income by selling directly to consumers.

- Department of Agriculture

4. **Media Coverage and Communication.** The Presidential Communications Office (PCO) and the Philippine Information Agency (PIA) will coordinate media coverage and press conferences for maximum outreach.

5. **Collaterals.** Ensure availability of collaterals for participants to take home. Collaterals will be provided by involved agencies, including BP booklets and promotional materials at booths. The Bureau of Communications Services of the Presidential Communications Office will be tapped to help produce collaterals.

6. **Call to Action.** The roadshow will culminate with a call to action, encouraging stakeholders to support national security efforts. Proposed actions include lodging petitions urging China to adhere to international laws and passing LGU resolutions supporting the Philippine position in the West Philippine Sea.

7. **Strategic Feedback Mechanisms and Key Performance Indicators (KPIs).** Feedback mechanisms will be deployed to gauge the efficacy of the roadshow. These KPIs will serve as vital metrics to assess progress and refine strategies accordingly.



## **BAGONG PILIPINAS ROADSHOW FOR A FREE, PEACEFUL, AND SECURE NATION**

### **Annex A**

### **Takbo Para sa WPS**

#### *INDICATIVE PROGRAM*

*[Program is yet to be provided by the PCG and Runrio]*



## Annex B

### Mall Photo Exhibit

#### INDICATIVE PROGRAM

One Week before the Actual Roadshow:

Photo Exhibit will be setup  
**Soft Launching of the Exhibit**

Atin Ito Coalition

First Day of the Actual Roadshow:

02:00 PM – 02:10PM	<b>Ribbon Cutting</b>	LGU Officials Agencies Involved
02:10PM – 02:15PM	<b>Welcome Message</b>	Host City Mayor
02:15PM – 02:25PM	<b>Photo Exhibit Story</b>	Atin Ito Coalition Representative
02:25PM – 02:30PM	<b>Message</b>	
02:30PM – 02:35PM	<b>Photo Opportunity</b>	

## Annex C

### PAMBANSANG SEGURIDAD TUNGO SA PAG-UNLAD

#### INDICATIVE PROGRAM

08:00AM - 08:20AM	<b>Registration</b>	<i>(Video Teaser plays)</i>
08:20AM - 08:30AM	<b>Opening of Exhibit</b>	
08:30AM - 08:35AM	<b>Preliminaries</b>	
	Prayer	AVP
	National Anthem	AVP
08:35AM - 08:40AM	<b>Welcome Remarks</b>	<b>[Name of the Host Mayor]</b>
08:40AM - 09:00AM	<b>Keynote Messages</b>	<b>Hon. Benhur C. Abalos, Jr.</b> <i>Secretary, DILG</i>
		<b>Hon. Eduardo M. Año</b> <i>National Security Adviser</i>
09:00AM - 09:20AM	<b>An Introduction to the National Security Policy and National Security Strategy</b>	<b>Dir. Cyril P. Cusi</b> <i>Director, NSFDB-NSC</i>
09:20AM - 09:40AM	<b>Winning the Peace through the NTF-ELCAC</b>	<b>Hon. Ernesto Torres, Jr.</b> <i>Executive Director, NTF-ELCAC</i>
09:40AM - 10:00AM	<b>Open Forum</b>	
10:00AM - 10:15AM	<b>Health Break</b>	
10:15AM - 10:35AM	<b>Rights and Maritime Entitlements of the Philippines in the West Philippine Sea</b>	<b>Hon. Jonathan E. Malaya</b> <i>Asst. Director General, NSC</i>
10:35AM - 11:00AM	<b>Open Forum</b>	
11:00AM - 11:20AM	<b>Bayanihang Adhikain, Bayaning Aksyon para sa Kanlurang Dagat ng Pilipinas</b>	<b>Hon. Lilian M. de Leon</b> <i>Asst. Secretary, DILG</i>
11:20AM - 11:30AM	<b>Launching of Gawad Bayaning Aksyon and Pledge of Commitment</b>	<b>Hon. Marlo L. Iringan</b> <i>Undersecretary, DILG</i>
11:30AM - 11:35AM	<b>Closing Remarks</b>	<b>Hon. Benjamin R. Madrigal, Jr.</b> <i>Deputy Director General, NSC</i>



## **Annex D**

### **ROADSHOW PRESS CONFERENCE**

#### *INDICATIVE PROGRAM*

12:00PM - 12:05PM	<b>Opening Statement</b>
12:05PM - 12:10PM	<b>Presentation on National Security and Collaboration Efforts</b>
12:10PM - 12:15PM	<b>Addressing Peace-Building Efforts</b>
12:15 PM - 12:20 PM	<b>Ensuring Safeguarding of the Philippines' WPS Rights</b>
12:20PM - 12:55PM	<b>Q&amp;A Session</b>
12:55 PM - 1:00 PM	<b>Closing Remarks and Networking</b>

## Annex E

### **WAVES OF CONTENTION: Issues, Prospects, and Challenges of the West Philippine Sea**

**CAMPUS AND MEDIA CARAVAN**  
(Afternoon Seminar for Students, Faculty, and Local Media)

#### INDICATIVE PROGRAM

01:00PM - 02:00PM	<b>Registration</b>	(Video Teaser plays)
02:00PM - 02:05PM	<b>Preliminaries</b>	
	Prayer	AVP
	National Anthem	AVP
02:05PM - 02:10PM	<b>Welcome Remarks</b>	[University Head]
02:10PM - 02:15PM	<b>Message</b>	[CHED Official]
02:15PM - 02:20PM	<b>Message</b>	[PCO Official]
02:20PM - 02:30PM	<b>Audience Survey</b>	via Kahoot/Mentimeter
02:30PM - 03:00PM	<b>Setting the Context: Understanding the Historical and Geopolitical Background of the SCS Territorial Dispute</b>	<b>Atty. Jay L. Batongbacal</b> Professor, College of Law University of the Philippines
03:00PM - 03:30PM	<b>Rights and Maritime Entitlements of the Philippines in the West Philippine Sea</b>	<b>Atty. Fretti G. Ganchoon</b> Senior State Counsel Department of Justice
03:30PM - 03:45PM	<b>Health Break</b>	
03:45PM - 04:15PM	<b>Foreign Malign Influence and Interference</b>	<b>Hon. Jonathan E. Malaya</b> Asst. Director General, NSC
04:15PM - 04:45PM	<b>Chinese Disinformation and Responsible Journalism</b>	<b>Prof. Christian Esguerra</b> Professor and Political Journalist
04:45PM - 05:30PM	<b>Open Forum</b>	
05:30PM - 05:35PM	<b>Presentation of Certificates to Speakers</b>	
05:35PM - 05:40PM	<b>Closing Remarks</b>	[PIA Official]



## Annex F

### LOCAL VOICES for National Security

*[Afternoon Public Consultation for local officials composing the Peace and Order Council, and representatives from other pillars of the criminal justice system (police, prosecution service, courts, jail, and corrections)]*

#### INDICATIVE PROGRAM

01:00PM - 02:00PM	<b>Registration</b>	(Video Teaser plays)
02:00PM - 02:05PM	<b>Preliminaries</b>	
	Prayer	AVP
	National Anthem	AVP
02:05PM - 02:10PM	<b>Welcome Remarks</b>	<b>[Provincial Official]</b>
02:10PM - 02:20PM	<b>NSP Video</b>	AVP
02:20PM - 02:30PM	<b>NSP Presentation</b>	<b>[NSC Official]</b>
02:30PM - 02:50PM	<b>Highlights of the Draft NSS</b>	<b>[NSC Official]</b>
02:50PM - 03:00PM	<b>Health Break</b>	
03:00PM - 04:00PM	<b>Open Forum and Consultation</b>	
04:00PM - 04:30PM	<b>Responses (LGU Chief Executives)</b>	
04:00PM - 04:05PM	<b>Closing Remarks</b>	<b>[NSC Official]</b>

## Annex G

### **OPLAN LAYAG** **Bureau of Fisheries and Aquatic Resources**

*[Initiative by the Bureau of Fisheries and Aquatic Resources (BFAR)  
providing fishing boats to Filipino fishermen, aiming to support local  
fishermen in the area]*

*[Program to be provided by BFAR]*