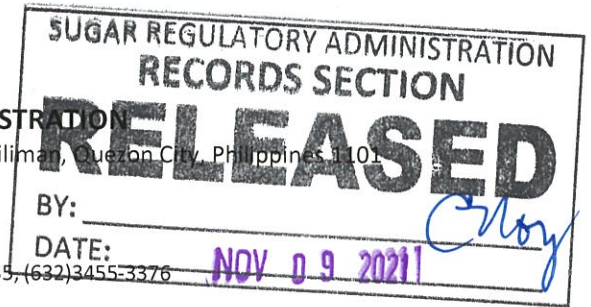




MEMO-SRAGESI-2020-NOV-01

Republic of the Philippines  
Department of Agriculture  
**SUGAR REGULATORY ADMINISTRATION**  
Sugar Center Bldg., North Avenue, Diliman, Quezon City, Philippines 1101  
TIN 000-784-336  
Website: <http://www.sra.gov.ph>  
Email Address: [srahead@sra.gov.ph](mailto:srahead@sra.gov.ph)  
Tel. No.: (632)8929-3633, (632)3455-2135, (632)3455-3376



**MEMORANDUM ORDER NO. 3**  
Series of 2021

To : ALL SRA EMPLOYEES AND CONTRACT OF SERVICES (COS)

From : **HERMENEGILDO R. SERAFICA**  
Administrator

Date : November 5, 2021

Subject : **OBSERVANCE OF 2021 18-DAY CAMPAIGN TO END VIOLENCE AGAINST WOMEN (VAW)**

The SRA joins the Philippine Commission on Women (PCW) in the observance of the **18-day Campaign To End Violence Against Women (VAW)** which will commence on November 25, 2021 up to December 12, 2021. This campaign is in pursuant to *Proclamation No. 1172, Series of 2006* Declaring November 25 to December 12 of Every Year as the 18-Day Campaign to End Violence Against Women (VAW)" and *Republic Act No. 10398* Declaring November 25 of Every Year as the "National Consciousness Day for the Elimination of Violence Against Women and Children."

This year's campaign generally aims to promote awareness about the *Safe Spaces Act (RA 11313 or SSA)*, both for the general public and the institutions that are mandated to implement the law, with the slogan **Filipino Marespeto: Safe Spaces, Kasali Tayo**. Enacted into law in 2019, RA 11313 or SSA defines and/or penalizes gender-based sexual harassment (GSBH) in the streets and public spaces, workplace, educational & training institutions, and digital space.

In support to this campaign, the SRA Gender Equality and Social Inclusion (GESI) will adopt and carry out the following suggested activities from PCW in line with this year's campaign theme:

- Hanging of 2021 18-Day Campaign to End VAW official streamer
- Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in SRA's official website and social media accounts



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- Production and distribution of information education and communication (IEC) materials on Anti-VAWC or 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials to raise awareness on VAW and the Safe Spaces Act
- Participation in the nationwide “**Orange Your Icon**” advocacy initiative by decorating landmarks and iconic spots in their area with the color orange which represents hope and a future free from gender-based violence against women and girls.
- Participation of GESI TWG Members in “**Safe Spaces, Kasali Tayo**” Online Events (November 25, December 3, and December 10, 2021) which will be streamed live on PCW’s Facebook page. These events aim to elevate the public’s knowledge of the law, focusing on how victims can utilize the processes and mechanisms stipulated therein. On November 25, the campaign will kick off with the launching of the “Let’s Make this a Safe Space” ground campaign, “#SanaAllSpacesSafe” experience-sharing online campaign, as well as the commitment-sharing of IACVAWC members. On December 3, the online discussion will revolve around what victims can do should they experience GBSH in the streets and public spaces or on cyberspace. On December 10, Resource Persons shall elaborate on the mechanisms in place in preventing and responding to GBSH cases in the workplace and educational/training institutions, as well as the responsibilities of the employers and the schools stated under the Safe Spaces Act.
- **Safe Spaces Pledge.** Officials of SRA and SRA-GESI will share their *#SafeSpacesPledge* vowing to do their part in making all spaces safe through actions as public servants.

All Department Heads are hereby directed to advise their respective personnel, including their Contract of Services (COS), to give full support to these aforesaid activities.

Attached is the PCW Memorandum Circular No. 2021-05 dated 27 October 2021 for your reference and guidance.

For strict compliance.



## MEMORANDUM CIRCULAR NO. 2021-05

**TO:** All Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges (SUCs), Government-Owned and/or Controlled Corporations (GOCCs), Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of National Government, Local Government Units and All Others Concerned

**SUBJECT:** **Guide for the 2021 Observance of the 18-Day Campaign to End Violence Against Women (VAW)**

**DATE:** October 27, 2021

---

### 1. Purpose

This Memorandum Circular is issued to guide the stakeholders on the national observance of the 18-Day Campaign to End Violence Against Women (VAW) on November 25 to December 12, 2021.

### 2. Background and Policy Mandates

The Philippine Commission on Women (PCW), in coordination with the Inter-Agency Council on Violence Against Women and their Children (IACVAWC) leads the nationwide observance of the 18-Day Campaign to End Violence Against Women (VAW).

The following provide the national legal mandates for the annual advocacy campaign:

- **Proclamation 1172, Series of 2006** - Declaring November 25 to December 12 of Every Year as the "18-Day Campaign to End Violence Against Women (VAW)"
- **Republic Act No. 10398** - Declaring November 25 of Every Year as the "National Consciousness Day for the Elimination of Violence Against Women and Children"

### 3. Campaign Objectives:

This year, the campaign generally aims to promote awareness about the Safe Spaces Act (RA 11313 or SSA), both for the general public and the institutions that are mandated to implement the law.

All government agencies and local government units (LGUs), including the private sector are enjoined to align their campaign activities with this general objective.

### 4. Guide for 2021 observance of the 18-Day Campaign to End VAW

#### 4.1. Campaign Theme

In 2016, the Inter-Agency Council on Violence Against Women (IACVAWC) adopted the theme "**VAW-free community starts with Me**" for the 18-Day Campaign to End VAW. The Council also agreed that the said theme shall be used every year from 2016 to 2021.

The theme elevates the campaign to positive advocacy as it enjoins everyone to pursue the common vision of a community free from violence against women and girls, and highlights what can be done to achieve such.

#### 4.2. Focus for 2021

The 2021 campaign shall spotlight RA 11313, with the slogan ***Filipino Marespeto; Safe Spaces, Kasali Tayo.***

Enacted into law in 2019 with its Implementing Rules and Regulations (IRR) approved on October 28, 2019, the SSA defines and/or penalizes gender-based sexual harassment (GBSH) in the streets and public spaces, workplace, educational and training institutions, and online.

PNP data shows that from its effectivity in August 2019 until August 2021, there were 148 violations of RA 11313 reported to the police

Over two years after the enactment and approval of the IRR of the Safe Spaces Act, there is a need to intensify awareness raising on the core provisions of the law, the penalties, and mechanisms in place as the country continues to fight the COVID-19 pandemic which breeds various forms of VAW, especially online with many spending their time in the digital realm.

#### 4.3. Suggested Activities

In view of the above, government agencies and instrumentalities, non-government organizations, sectoral groups, private and civil society organizations at the national, regional, and local levels are enjoined to conduct any of the following activities in line with this year's campaign theme:

- 4.3.1. Hanging of 2021 18-Day Campaign to End VAW official streamers in all government offices including regional offices and local government units (LGUs). Streamer design and guide for the printing can be downloaded from the PCW website, <https://pcw.gov.ph/2021-18-day-campaign-to-end-violence-against-women> or from this link: [bit.ly/2021\\_18day\\_collaterals](https://bit.ly/2021_18day_collaterals).
- 4.3.2. All government agencies and local government units are encouraged to share their 18-Day Campaign to End VAW activities in their respective Flag Raising Ceremonies in November.  
  
The use of the All-Women Cast Lupang Hinirang Video in activities is also encouraged. The music video can be downloaded from <https://tinyurl.com/lupang-hinirang-all-women>;
- 4.3.3. Uploading of the official logo, advocacy videos and other 18-Day Campaign to End VAW advocacy materials in government agencies' website and social media accounts;
- 4.3.4. Development and production of information education and communication (IEC) materials for 2021 18-Day Campaign to End VAW which include collaterals designed by PCW and agency-specific materials to raise awareness on VAW and the Safe Spaces Act like brochures for distribution to clients and the general public.
- 4.3.5. PCW-developed materials may be reproduced by agencies provided that the content and design of the material is retained. Printer-ready copies of the materials can be downloaded from the PCW website, <https://pcw.gov.ph/2021-18-day-campaign-to-end-violence-against-women> or from this link: [bit.ly/2021\\_18day\\_collaterals](https://bit.ly/2021_18day_collaterals). The materials are designed for interested organizations to incorporate their official logo so that due acknowledgement could be given to their contribution for the campaign;
- 4.3.6. **“Let’s Make this a Safe Space” Ground Campaign.** This year’s campaign aims to gain traction in the ground, mounting tangible visual messages in the streets, public spaces, private establishments, public utility vehicles, sidewalks, alleys, restrooms, and other spaces. This is also aligned with the objective of preventing GBSH in public spaces and the streets, a core provision under the Safe Spaces Act. Designs for various materials like posters, stickers, and billboards are available for download from the PCW website for agencies, private entities, and other stakeholders to produce and post in conspicuous places in their areas.

- 4.3.7. Playing/showing of PCW-produced and agency-produced (if there are any) videos/infomercials on VAW and SSA in public areas, electronic billboards, and tv/radio programs managed by their office. PCW-produced videos can be downloaded from PCW Digital Library, <https://library.pcw.gov.ph>, PCW's official YouTube channel (PCWGovPH) and Facebook page, <https://www.facebook.com/PCWgovph>.
- 4.3.8. Participation in the online campaign thread about the observance by uploading photos, news features, and other information relative to 18-Day Campaign to End VAW in social media accounts using the hashtags **#VAWfreePH**, **#FilipinoMarespeto**, **#SafeSpacesKasaliTayo**, and encourage the use of **18-Day Campaign to End VAW Facebook Profile Frame** available through the **PCW FB page**, <https://www.facebook.com/PCWgovph>.
- 4.3.9. For those using the Viber App Messaging platform, we encourage you to download the 18-Day Campaign to End VAW Sticker pack. These Viber Sticker Pack that contain vibrant illustrations but with meaningful messages about VAW. This will be launched on November 25, 2021. Visit <https://pcw.gov.ph/2021-18-day-campaign-to-end-violence-against-women> for more information.
- 4.3.10. Conduct of orientation or forum regarding the Safe Spaces Act which can inform internal and external stakeholders on its core provisions. For government and private entities tasked to implement specific provisions of the SSA, there can be internal discussions, capacity-building, and learning sessions on operationalizing their mandates under the law as well as an assessment on the status of the implementation.
- 4.3.11. Participation in the nationwide "**Orange Your Icon**" advocacy initiative by decorating landmarks and iconic spots in their area with the color orange which represents hope and a future free from gender-based violence against women and girls. Information for the activity is available in PCW's website and PCW FB page. Please use **#OrangeYourIcon2021** when you feature your Orange Your Icon initiative in your social media pages. Visit <https://pcw.gov.ph/2021-18-day-campaign-to-end-violence-against-women> for more information.
- 4.3.12. "**Safe Spaces, Kasali Tayo**" **Online Events** (November 25, December 3, and December 10, 2021) – Agencies and stakeholders can participate in and share these online activities which will be streamed live on PCW's Facebook page. These events aim to elevate the public's knowledge of the law, focusing on how victims can utilize the processes and mechanisms stipulated therein. On November 25, the campaign will kick off with the launching of the "Let's Make this a Safe Space" ground campaign, **#SanaAllSpacesSafe** experience-sharing online campaign, as well as the commitment-sharing of IACVAWC members. On December 3, the online discussion will revolve around what victims can do should they experience GBSH in the streets and public spaces or on cyberspace. On December 10, Resource Persons shall elaborate on the mechanisms in place in preventing and responding to GBSH cases in the workplace and educational/training institutions, as well as the responsibilities of the employers and the schools stated under the Safe Spaces Act. Visit <https://pcw.gov.ph/2021-18-day-campaign-to-end-violence-against-women> for more information.
- 4.3.13. **#SanaAllSpacesSafe Experience-sharing Online Campaign**. This online campaign aims to encourage the public to share how they visualize a community without gender-based sexual harassment (GBSH) through posting on their social media pages. Under the hashtag **#SanaAllSpacesSafe**, it serves as a platform for all genders to expound on their imagery of and hopes for a VAW-free community, also opening discussions on experiences relative to VAW and/or sexual harassment.
- 4.3.14. **Do the Macho Choir Video Challenge**. In 2018, the Philippine Commission on Women, in partnership with DDB Cares, developed three (3) radio plugs entitled "Macho Choir", featuring three 30-seconder Filipino nursery melodies with lyrics which

emphasize that catcalling is a form of sexual harassment. With “Do the Macho Choir” video challenge, participants can sing, dance, act, and give their own creative spin to the Macho Choir and post their take on one or all of the plugs under the hashtag, #DoTheMachoChoir.

4.3.15. **Safe Spaces Pledge.** Officials of agencies, implementers, service providers, establishment owners, educators, employers, influencers, and ordinary people can share their #SafeSpacesPledge vowing to do their part in making all spaces safe through actions as public servants, private institutions, or as individuals. The content and visuals guide can be downloaded here: [bit.ly/2021\\_18day\\_collaterals](https://bit.ly/2021_18day_collaterals).

4.3.16. Organizing activities related to this year’s theme and focus during the 18-Day Campaign to End VAW period, with both external and internal stakeholders as participants;

4.3.17. **For Regional GAD Committees, Regional and Local Inter-Agency Committees on Trafficking in Persons and VAWC, regional/field offices, and LGUs:**

Coordination with other government regional offices or LGUs for inter-agency and LGU collaboration in holding regional and local activities at the regional and local level.

Requirements and materials relative to the program can be downloaded from <https://pcw.gov.ph/2021-18-day-campaign-to-end-violence-against-women>.

## 5. Compliance with Protocols relative to COVID-19

Considering the threats of the COVID-19 health crisis, stakeholders are advised to strictly follow the protocols set by the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF) and/or their local government units relative to the conduct of public events that require physical gathering of people. The PCW leaves the decision to continue or forego 18-Day Campaign to End VAW public events to agency heads and local chief executives, considering specific COVID-19 threats or circumstances that may arise in their localities.

## 6. Non-partisan, and non-election related activities

The annual observance of the 18-Day Campaign to End VAW as well as the national advocacy for RA 11313 implementation are strictly non-partisan and not election-related activities. To maintain the focus on the advocacy, please refrain from using PCW-produced materials for political gains. Government offices are likewise reminded to adhere to existing policies against electioneering or partisan political activities. Please refer to the guidelines issued by the Civil Service Commission, Commission on Elections, and other relevant agencies relative to the said matter.

## 7. Use of Gender and Development (GAD) Budget

The 18-Day Campaign to End VAW is one of the annual advocacy campaigns spearheaded by the PCW. It addresses the continuing prevalence of VAW in the country as a gender issue. As such, expenses related to the 18-Day Campaign to End VAW may be charged to the GAD Budget and may be reflected in the 2021 GAD accomplishment reports of the government offices, provided that the activities conducted are in line with the theme and focus area of concern under in this circular.

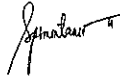
Nothing in this circular shall be interpreted to amend previously set policies on GAD Planning and Budgeting, or any procurement, finance, and administrative-related policies set by appropriate oversight agencies.

## 8. Inquiries and Feedback

For more information, comments, and suggestions, please visit the campaign page at the PCW website (<https://pcw.gov.ph/2021-18-day-campaign-to-end-violence-against-women>) and PCW

social media accounts ([www.facebook.com/PCWgovph](http://www.facebook.com/PCWgovph), [www.twitter.com/PCWgovph](http://www.twitter.com/PCWgovph), and [www.youtube.com/CommissionOnWomenPH](http://www.youtube.com/CommissionOnWomenPH)). You may also contact the PCW Corporate Affairs and Information Resource Management Division (CAIRMD) at telephone number (02) 8352-5372 or 8735-1653 and look for Ms. Nevi Calma, Ms. Franz Dela Cruz, or Mr. Ann Jun Magnaye or email [vawfreeph@pcw.gov.ph](mailto:vawfreeph@pcw.gov.ph).

For guidance and appropriate action.



**SANDRA S. MONTANO**  
Chairperson

# ORANGE YOUR ICON FOR 18 DAYS

In support of the 18-Day Campaign to END VIOLENCE AGAINST WOMEN

November 25- December 12, 2021



Philippine Commission on Women

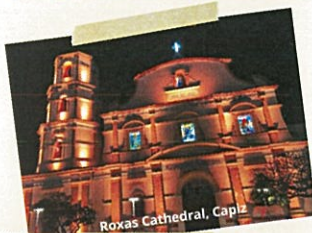
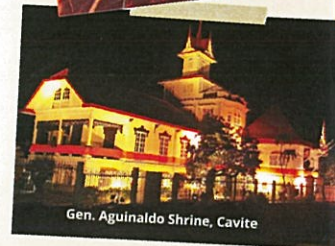
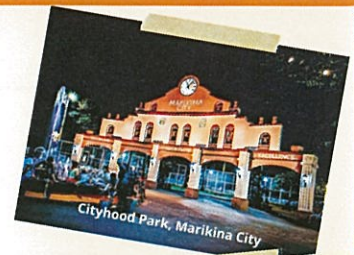


## What is the purpose?

The **Orange Your Icon Campaign** aims to reinforce the call for action to end Violence Against Women (VAW) through active participation in the advocacy.

Launched in 2015, this initiative enjoins the government agencies and private organizations nationwide to color their landmarks, icons or structures with orange from November 25 to December 12 of every year in line with the 18-Day Campaign to End VAW.

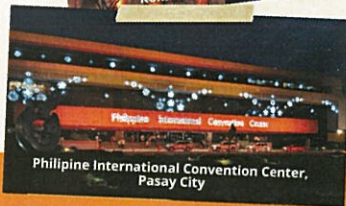
This initiative aims to attract and spark public's curiosity which provides opportunities for advocates to explain and to declare their support to the Anti-VAW advocacy. This will serve as a springboard for public discourse and for disseminating the message of zero tolerance for VAW.



## Why orange?

This is the chosen color by the UN Secretary General in line with the United Nations' UNiTE to End VAW Campaign. UNiTE to End VAW is a multi-year effort aimed at preventing and eliminating violence against women and girls around the world.

As a bright and optimistic color, **ORANGE** represents hope and a future free from violence against women and girls.



## How to participate in the advocacy?

1

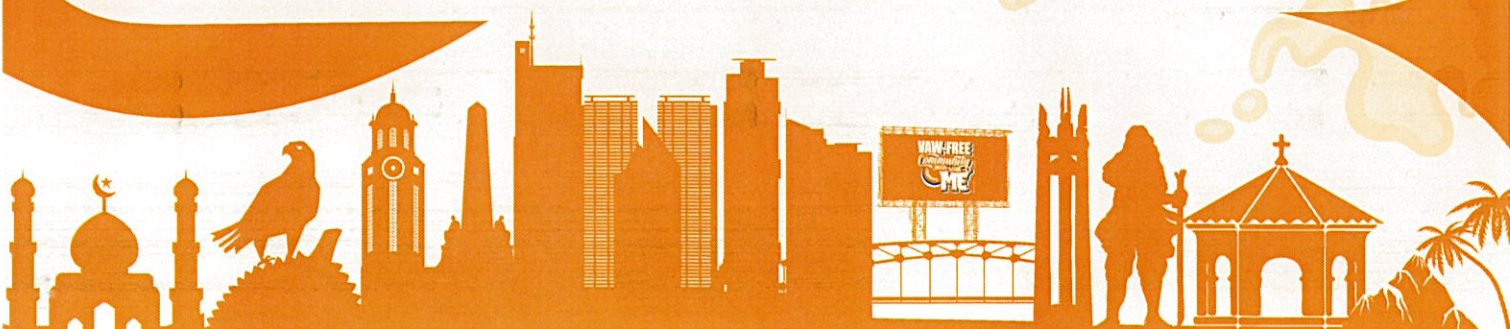
Decorate your chosen landmark or icon with orange by using flags, streamers, or banners. You may also paint your landmark with orange, use orange spotlights during the night or orange your icon in the way you deem appropriate and effective.

2

Participating agencies, local government units and private organizations may develop information, education and communication (IEC) materials related to the 18-Day Campaign to End VAW that can be given out or made visible to people visiting the area. You may also download and reproduce PCW-developed IEC materials found in <https://www.pcw.gov.ph>, the PCW website.

3

For everyone to know that you are part of this global campaign, you may upload photos, videos, and other materials featuring your orange icons and other 18-Day Campaign to End VAW activities in your official social media accounts and/or websites using the following hashtags **#VAWfreePH** and **#OrangeYourIcon2021**







18-Day Campaign to End Violence Against Women

# SAFE SPACES PLEDGE

NOVEMBER 25 - DECEMBER 12, 2021



## BACKGROUND

The Safe Spaces Pledge is a key activity for the 2021 18-Day Campaign to End Violence Against Women. It aims to gather commitments that can translate to concrete actions geared towards building a community that is free from gender-based sexual harassment or GBSH. This is in line with the implementation of the Safe Spaces Act (Republic Act 11313).

This guide serves to help Safe Spaces pledgers in drafting their message of commitment and executing the video.

These pledges will be featured throughout the 18 days of the campaign from November 25, 2021 to December 12, 2021 via PCW's official Facebook page and YouTube channel. Likewise, a compilation of the pledges will be shown in the culminating event of the campaign.

# PLEDGE FORMAT

**NOTE:** The pledge video can be delivered in Filipino, English, combination of the two, or in any local language (provided that subtitles will be shown). We kindly advise to keep the message short, preferably a minuter only (1 minute and 30 seconds maximum). It can be delivered by a representative or a group (maximum of five people), and should contain the following: Introduction, pledge, call to action, tag line.

## Short Introduction

- Begin by saying your name and that of your agency/organization., Note that we will also indicate your name and position/agency/organization in the video graphics.

*"I am Juana Malaya, Undersecretary of the Department of \*\*\*\*\*"*

## Pledge

- Commit to a community with Safe Spaces! Share your #SafeSpacesPledge by mentioning how you or your agency/organization do your responsibility or part in helping prevent GBSH, addressing it, or raising awareness on the same. You can share present efforts and planned programs/activities.

Here are some ideas!

## **For agencies with direct mandates under the law:**

*We, at the (agency name), commit to assist victims of gender-based sexual harassment. We are ensuring that our complaint desks are ready to receive and process complaints on violations of the Safe Spaces Act.*

*We also pledge to further capacitate our service providers through training, learning sessions, and assessment in terms of handling SSA cases."*

### **For other national government agencies**

*We, at the (agency name), vow to ensure that we are protecting safe spaces. We have posted copies of the law and informed all our officials and personnel on this. We are also strengthening our Committee on Decorum and Investigation (CODI) to investigate and address complaints of gender-based sexual harassment. We will also work with other government agencies and private stakeholders in any effort that contributes to ensuring safe spaces.*

### **For local government units**

*We, in (state province/city/municipality), envision a community that will provide safe spaces for all. In line with the Safe Spaces Act, we passed an ordinance to localize the law, to prevent sexual harassment in our locality. We will fortify the reporting and referral system for GBSH complaints in coordination with service providers. We will also intensify our information drive on the law, through IEC materials in our local language, seminars, and other activities.*

### **For private companies and organizations**

*The (name of affiliation) remains committed to support government's goal to prevent and address gender-based sexual harassment. We will inform all our stakeholders, employees, and partners about the Safe Spaces Act. We are also putting in place an independent internal mechanism which can receive, investigate, and address complaints on GBSH.*

### **For NGOs, civil society organizations, youth organizations**

*We, at (organization name), are steady partners in building and protecting spaces that are safe from sexual harassment. We will collaborate with government agencies and other organizations in programs, activities, and projects that can aid in implementing the Safe Spaces Act. We will ensure that within our organization, due respect is given to all members and GBSH shall have no place.*

### **For educational and training institutions**

*We recognize the need to instill the value of respect in educational and training institutions. We want our students and teachers to feel safe whether classes are held face-to-face or online. Thus, we are educating everyone in the academe/institution as to the core provisions of the Safe Spaces Act. We are also establishing mechanisms to prevent and address gender-based sexual harassment (GBSH) in the academe/institution.*

### **For media personalities and influencers**

*I commit to be an advocate against gender-based sexual harassment (GBSH). I will use my voice and of my platform in spreading awareness on and inspiring actions against GBSH. I will make sure that I can be a source of reliable and useful information on the Safe Spaces Act, as we navigate through the ever-growing influence of traditional and new media.*

### **Call to action**

- Inspire everyone to join the cause!

"Let us all do our part in ensuring that women, men, and members of the LGBTQIA+ feel safe, wherever they may be."

*"Gawin nating ligtas ang lahat ng miyembro ng ating komunidad, mula sa mga kalsada at pampublikong lugar, sa trabaho, sa paaralan, hanggang sa cyberspace."*

**Tagline**

Ating patunayan na ang Filipino ay marespeto, at maging bahagi ng komunidad kung saan walang harassed, dahil sa Safe Spaces, Kasali Tayo!

## VIDEO GUIDE

- You can record the video with the following: smartphone, SLR camera, HD camera with 1080p, webcam device, laptop, or a digital video platform.
- You can wear an outfit related to your agency/organization/affiliation. Tops with solid colors are preferred.
- The video frame size/ratio should be 1920 x 1080 (1080p) and recorded in landscape orientation.
- Preferred framing is medium close up shot and the subject must be in the center. Please see reference below:



- Camera should be eye-level. Make sure that there is proper head room (space between the subject's head and the edge of the frame).

- Group pledge: For group pledge, the maximum number of people in the video should be five. Please follow the minimum health protocols especially social distancing.
- Audio: Kindly speak clearly. Use a lapel microphone if possible.
- Optional: You can weave in establishing shots of your office in the pledge or other relevant videos (action shots, anti-sexual harassment desks, etc.)
- Make sure that the file is set to mp4 (video file).
- For easy and systematic compilation of videos, please follow the naming standards when sending the file to :  
 File name:  
 (For citizens) - Safe Spaces Pledge\_Name of Individual;  
 (For agency/organization representatives) - Safe Spaces Pledge\_Name of agency/organization  
  
 Email subject: SAFE SPACES PLEDGE: Name of Individual/Agency/Organization

**Reminder for stakeholders: The annual observance of the 18-Day Campaign to End VAW as well as the national advocacy for RA 11313 implementation are strictly non-partisan and not election-related activities. To maintain the focus on the advocacy, the video pledge must not bear any reference to politics, be it through the message or its visual elements.**