



Republic of the Philippines
Department of Education
National Capital Region
SCHOOLS DIVISION OFFICE
City of Mandaluyong

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August 12, 2015

MEMORANDUM

TO: Chief Education Supervisors
Education Program Supervisors
Senior Education Program Specialists
SGOD Officials and CID Officials
Principals, Public and Private Elementary and Secondary Schools

SEARCH FOR RICEponsible SCHOOLS

The Philippine Rice Research Institute (PhilRice), Department of Agriculture will hold a contest on **"Be RICEponsible Campaign"** on or before **August 14, 2015**.

The objectives of the contest are the following:

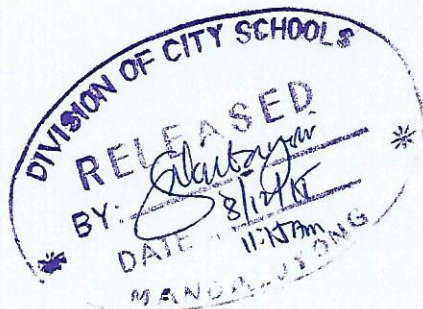
1. Encourage schools to promote responsible rice consumption through an in-house/local campaign...to promote better healthier rice (brown and rice mix), lesser rice wastage, and boost farmers' morale that will altogether contribute in the achievement of rice self-sufficiency in the country.
2. To inspire contestants to seek for a RICEponsible Seal.

Contest period will be from August 1, 2015 to July 31, 2016. Competing schools must submit a report in the form of a scrapbook, video or narrative of their activities and strategies, detailing the magnitude of campaign reach. Deadline for submission of report is on **August 31, 2016**.

Enclosed are the ***Mechanics of the Contest*** and ***Entry Form*** for the ***Search for RICEponsible Schools***.

Immediate dissemination of this **Memorandum** is desired.

/mcv/rga/




NERISSA L. LOSARIA, CESO VI
Officer-In-Charge
Schools Division Superintendent



Republika ng Pilipinas
(Republic of the Philippines)
KAGAWARAN NG EDUKASYON
(DEPARTMENT OF EDUCATION)
PAMBANSANG PUNONG REHIYON
(NATIONAL CAPITAL REGION)
Daang Misamis, Bago Bantay, Lungsod Quezon
(Misamis St., Bago Bantay, Quezon City)

Department of Education
National Capital Region
RECORDS AND PUBLICATION UNIT

RELEASED

By: [Signature]
Date: 30 July 30, 2015 Time: 1:40

To: Schools Division Superintendents

Dear Sir/Madam:

This is to reiterate the program of the Philippine Rice Research Institute (PhilRice), Department of Agriculture, regarding the **Search for RICEponsible Schools** in which the elementary and secondary private and public schools in NCR are once again encouraged to join. The deadline of submission of entry is on or before August 14, 2015.

Likewise, schools are tasked to discuss in the class and/or conduct their own campaign of **BE RICEponsible** on the importance of the basic messages of the advocacy campaign following the 4Ks:

- Konti-konting kanin muna para walang tira;
- Kumain ng brown (unpolished) rice;
- Kakaibang kanin naman (consumption of rice mixed with other staples); and
- Kilalanin at pasalamatan ang mga magsasaka sa pamamagitan ng pagpapahalaga sa bawat butil ng kanin.

Attached are the Guidelines of the Contest, entry form and the fliers .

For further inquiry, please directly contact Mr. Manuel Chase M. Castaño, Science Research Analyst, PhilRice, at mobile nos. 0918-6006565 / 0915-7542277 and (044) 456-5390.

Thank you.

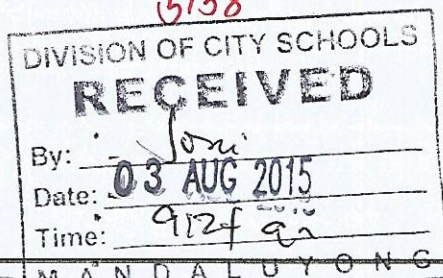
Very truly yours,

[Signature]
LUZ S. ALMEDA
Director IV

[Signature]
PONCIANO A. MANGUITO
Director III

REGIONAL LETTER NO. 218, S. 2015

/jvm



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Be RiCEP*ONSIBLE*

Search for RICEponsible Schools

I. Background

The search for RICEponsible Schools is an initiative to encourage primary and secondary education institutions to have their own "Be RICEponsible" Campaign in order to promote the non-wastage of rice and the consumption of healthier rice in different schools in Metro Manila. The competition will honor the top three champions with various special awards. Winners will receive prizes in the form of grants worth up to PhP1,000,000. Criteria will be based on the visibility, effectiveness, innovativeness, and sustainability of the implementation of the localized campaign in the participating schools.

II. Objectives

The contest aims to do the following:

- To encourage schools to promote responsible rice consumption through an in-house/local campaign -- to promote better health through healthier rice (brown rice and rice mix), lessen rice wastage, and boost farmers' morale that will altogether contribute in the achievement of rice self-sufficiency in the country.
- To inspire contestants to seek for a RICEponsible Seal.
- To provide an incentive for contestants for their initiatives to encourage responsible rice consumption.
- To give due recognition to contestants for supporting the government goals of achieving rice self-sufficiency through less rice wastage and consumption of brown rice and other staples, and promoting better health.

III. Categories and Prizes

Three champions will be chosen among the contestants and four special awards will be given. These are as follows:

- 1st Prize - P1,000,000
- 2nd Prize - P500,000
- 3rd Prize - P300,000

Special Awards:

- Best Video - P20,000
- Best Print Advertisement - P20,000
- Best Radio Advertisement - P20,000
- Best Campaign Song - P20,000

IV. Contest Rules

1. The search is open to all schools in the primary and/or secondary levels (Metro Manila only), both in the private and public sectors.
2. To join the contest, interested schools must accomplish and submit the **Entry Form** downloadable from the Be RICEponsible website at <http://www.bericeponsible.com>. It is also available upon request from the Be RICEponsible Secretariat Office at this e-mail address: bericeponsible@gmail.com. Forms must be submitted on or before August 14, 2015.

IMPORTANT: The entry form must be duly signed by an authorized representative and may be submitted either by fax at (044) 456-5390, or by e-mail to bericeponsible@gmail.com.

3. Upon receipt of the entry form, a surveyor will conduct a baseline survey in the school to measure the current awareness of the employees and students on the Be RICEponsible campaign.
4. The schools shall conduct their own *Be RICEponsible* campaigns. The basic messages of the campaign are the following 4Ks: a) Konti-konting kanin muna para walang tira; b) Kumain ng brown (unpolished) rice; c) Kakaibang kanin naman (consumption of rice mixed with other staples; and d) Kilalanin at pasalamatan ang mga magsasaka sa pamamagitan ng pagpapahalaga sa bawat butil ng kanin.
5. The school will be provided with basic campaign material designs which can be downloaded from the Be RICEponsible website at <http://www.bericeponsible.com>. It is also available upon request from the Be RICEponsible Secretariat office.



Be RICEponsible Secretariat Office DA - PhilRice, Maligaya, Science City of Muñoz, Nueva Ecija, 3119

(044) 456-5390

bericeponsible@gmail.com

www.bericeponsible.com



[riceponsibleako](#)

Be RiCEP*ONSIBLE*

IMPORTANT: The schools can modify the designs. They can also make and produce their own materials that they can compete for the following special awards: a) Video Ad, b) Print Ad, c) Radio Ad, and d) Campaign Song.

6. Any activity, affair, event, strategy, or information material can be used to promote the advocacies of the campaign and instill responsible rice consumption in every individual.
7. Contest period will be from August 1, 2015 to July 31, 2016. Competing schools must submit a report in the form of a scrapbook, video, or narrative of their activities and strategies, detailing the magnitude of campaign reach. Deadline for submission of reports is on August 31, 2016. Entries received after the deadline will no longer be considered for judging.
8. After the report submission, a post-evaluation that would entail a site visit, will be conducted. All entries will be reviewed and evaluated from September until end of October 2016.
9. Criteria for judging are specified in the Evaluation Criteria section of this document.
10. The awards committee will reward the schools that can prove that their campaign has informed the public of their individual RICEponsible that resulted in at least one behavior change advocated by the campaign.
11. All winners will receive a plaque, a RICEponsible seal, and the equivalent prizes in the form of grants that would help sustain the Be RICEponsible advocacy. All qualifying schools, those that will reach at least 50% awareness of which 50% must have behavior change, will receive a RICEponsible seal and some tokens. They will also be featured in the PhilRice Magazine and Website, and the Be RICEponsible website and other social media accounts of the campaign.
12. Awarding of winners will be held in November 2016, during the National Rice Awareness Month.
13. There should be at least 15 participating schools to have a winner. The chosen entries must achieve at least 50% awareness of which 50% must have at least one behavior change. For the special awards, there should be at least 3 entries per category to have a winner.
14. All the materials produced by the contestants may be used and modified by the Department of Agriculture.
15. Award decisions are final.

V. Evaluation Criteria

Criterion	%	Elements
Content packaging and visibility of materials	15	- Relevance, messaging, information sufficiency, suitability to target publics - Visibility of the campaign to the public and extent of campaign reach
Creativity and Innovativeness	10	Creative and innovative execution of strategies, events, and/or materials/campaign collaterals
Effectiveness in creating awareness	20	- Increase in the awareness of the local residents regarding the Be RICEponsible campaign - Acquisition of knowledge of individuals on how they can help achieve rice self-sufficiency by being RICEponsible
Effectiveness in creating behavior change	35	Increase in number of local residents who are RICEponsible
Sustainability	15	- Ability to continue the strategies - Long-time plans for the campaign
Presentation	5	- Comprehensive and completeness of report - Quality of photos - Sample materials - Format/appearance of report



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ENTRY FORM Search for RICEponsible Schools

Please supply ALL the information needed. Kindly write legibly and in bold letters.

I. Institutional Information	
1. Name of School:	
2. Category (Please check only 1):	☐ Primary School Only ☐ Public ☐ Private ☐ Secondary School Only ☐ Public ☐ Private ☐ Primary and Secondary ☐ Public ☐ Private
3. Office Address:	
4. E-mail Address:	
5. Telephone Number:	
6. Name of competing division/organization (i.e. Communication Division):	

II. Contact Person Information	
1. Full Name:	
2. Position:	
3. Office/Division/Department/Unit:	
4. E-mail Address:	
5. Telephone Number/Extension Line:	
6. Mobile Number:	

Certification

I hereby certify that my unit/office/division/organization was allowed to represent our institution in this competition and that the information provided in this form are true and correct to the best of my knowledge. We acknowledge that any misinformation made here can be a ground for disqualification.

Printed name over signature

Date

Please send the completed form to bericeponsible@gmail.com or fax to (044) 456-5390. Thank you very much for your interest in joining this competition.



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