



Announcement No. 31, s. 2015

## ANNOUNCEMENT

**TO : ALL HEADS OF CONSTITUTIONAL BODIES, NATIONAL GOVERNMENT AGENCIES (NGAs), LOCAL GOVERNMENT UNITS (LGUs), GOVERNMENT-OWNED AND CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS (GOCCs), AND STATE UNIVERSITIES AND COLLEGES (SUCs)**

**SUBJECT : Search for RICEponsible CHAMPIONS**

The Department of Agriculture announces the search for RICEponsible Champions, an initiative that encourages government agencies to adopt the "Be RICEponsible" campaign and therefore, promote the non-wastage of rice and the consumption of healthier rice in their respective areas through their own means.

The competition is open to all national and local government offices. Each office/agency may be represented by either a unit, division, or affiliate (e.g. canteen, office/school organization, Sangguniang Kabataan), but only one competitor can represent an office or branch. The competition will honor top three champions in each category. To join the contest, interested government agencies must accomplish and submit the attached Entry Form (downloadable from the Be RICEponsible website at <http://www.bericeponsible.com>) on or before June 15, 2015.

Winners will receive the RICEponsible seal and other prizes in the form of cash/grants worth up to Php1,000,000.00. Criteria will be based on the visibility, effectiveness, innovativeness and sustainability of the implementation of the localized campaign.

Also attached is the competition guidelines for your reference.

For more information, you may contact Be RICEponsible Secretariat through (044) 456-5390, 0947-996-2556 or email: [gm.rellegue@philrice.gov.ph](mailto:gm.rellegue@philrice.gov.ph).

  
**ROBERT S. MARTINEZ**  
Acting Chairman

02 JUN 2015

*In a R. A. C. E. to Serve: Responsive, Accessible, Courteous and Effective Public Service*

# Be RiCEP NSiBLE

## Search for RICEponsible Champions

### I. Background

The search for RICEponsible Champions is an initiative to encourage Government Organizations (GOs), Local Government Units (LGUs), and Higher Education Institutions (HEIs) to have their own "Be RICEponsible" Campaign in order to promote the non wastage of rice and the consumption of healthier rice in their own areas. The competition will honor top 3 champions in each category. Winners will receive prizes in the form of grants and cash worth up to PhP1,000,000. Criteria will be based on the visibility, effectiveness, innovativeness, and sustainability of the implementation of the localized campaign.

### II. Objectives

The contest aims to do the following:

- To encourage GOs/LGUs/HEIs (contestants) to promote responsible rice consumption through an in-house/local campaign -- to promote better health through healthier rice, 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

There will be three contest categories, with sub categories. These are as follows:

- 1) Government Offices
  - 1<sup>st</sup> Prize - P500,000
  - 2<sup>nd</sup> Prize - P350,000
  - 3<sup>rd</sup> Prize - P250,000
- 2) Local Government Units
  - a. Provincial
    - 1<sup>st</sup> Prize - P1,000,000
    - 2<sup>nd</sup> Prize - P500,000
    - 3<sup>rd</sup> Prize - P300,000
  - b. City
    - 1<sup>st</sup> Prize - P1,000,000
    - 2<sup>nd</sup> Prize - P500,000
    - 3<sup>rd</sup> Prize - P300,000
  - c. Municipal
    - 1<sup>st</sup> Prize - P1,000,000
    - 2<sup>nd</sup> Prize - P500,000
    - 3<sup>rd</sup> Prize - P300,000
- 3) Higher Education Institutions
  - 1<sup>st</sup> Prize - P1,000,000
  - 2<sup>nd</sup> Prize - P500,000
  - 3<sup>rd</sup> Prize - P300,000

# Be RiCEPNSiBLE

## IV. Contest Rules

1. The search is open to all government offices (national and local), local government units (provincial, city, and municipal), and higher education institutions (public and private). Each office may be represented by either a unit, division, or affiliate (e.g. canteen, office/school organization, Sangguniang Kabataan), but only one competitor can represent an office or branch.
2. To join the contest, interested GOs/LGUs/HEIs must accomplish and submit the Entry Form downloadable from the Be RiCEpossible website at <http://www.bericepossible.com>. It is also available upon request from the Be RiCEpossible Secretariat office at this address: [bericepossible@gmail.com](mailto:bericepossible@gmail.com). Forms must be submitted until June 15, 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 [bericepossible@gmail.com](mailto:bericepossible@gmail.com).

3. Upon receipt of the entry form, a surveyor will conduct a baseline survey in the office or school to measure the current awareness of the employees or students on the Be RiCEpossible campaign.
4. The GOs/LGUs/Schools, through any of their unit representatives (e.g. HR office, Admin office, canteens, student organizations, Sangguniang Kabataan) shall conduct their own Be RiCEpossible 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 pasalamatang ang mga magsasaka sa pamamagitan ng pagpapahalaga sa bawat butil ng kanin.
5. The office or school will be provided with basic campaign material designs which can be downloaded from the Be RiCEpossible website at <http://www.bericepossible.com>. It is also available upon request from the Be RiCEpossible Secretariat office.

**IMPORTANT:** The offices/schools can modify the designs and make and produce their own materials.

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 offices and 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 GOs/LGUs/HEIs that can prove that their campaign has informed the public of their individual RiCEpossibility that resulted in at least one behavior change advocated by the campaign (consumption of healthier rice and less rice wastage).
11. All winners will receive a plaque, a RiCEpossible seal, and the equivalent prizes in the form of grants that would help sustain the Be RiCEpossible advocacy. All qualifying contestants, those that will reach at least 50% awareness of which 50% must have behavior change, will receive a RiCEpossible seal and some tokens. They will also be featured in the PhilRice Magazine and Website and the Be RiCEpossible website and social media.
12. Awarding of winners will be held in November 2016, during the National Rice Awareness Month.
13. Each category must have at least 10 participants to have a winner and winners must achieve at least 50% awareness of which 50% must have at least one behavior change.
14. All the materials produced by the contestants may be used and modified by the Department of Agriculture.
15. Award decisions are final.

# Be RiCEP*ONSIBLE*

## V. Evaluation Criteria

Criterion	%	Elements
Content packaging and visibility of materials	15	<ul style="list-style-type: none"> <li>• Relevance, messaging, information sufficiency, suitability to target publics</li> <li>• Visibility of the campaign to the public and extent of campaign reach</li> </ul>
Creativity and Innovativeness	10	<ul style="list-style-type: none"> <li>• Creative and innovative execution of strategies, events, and/or materials/campaign collaterals</li> </ul>
Effectiveness in creating awareness	20	<ul style="list-style-type: none"> <li>• Increase in the awareness of the local residents regarding the Be RICEponsible campaign</li> <li>• Acquisition of knowledge of individuals on how they can help achieve rice self-sufficiency by being RICEponsible</li> </ul>
Effectiveness in creating behavior change	35	<ul style="list-style-type: none"> <li>• Increase in number of local residents who are RICEponsible</li> </ul>
Sustainability	15	<ul style="list-style-type: none"> <li>• Ability to continue the strategies</li> <li>• Long-time plans for the campaign</li> </ul>
Presentation	5	<ul style="list-style-type: none"> <li>• Comprehensive and completeness of report</li> <li>• Quality of photos</li> <li>• Sample materials</li> <li>• Format/appearance of report</li> </ul>

# Be RiCEP*ONSIBLE*

## ENTRY FORM Search for RICEponsible Champions

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

<b>I. Institutional Information</b>	
1. Name of Institution <i>(i.e. DA-PhilRice, central office):</i>	
2. Category (Please check only 1):	<input type="checkbox"/> Government Office <input type="checkbox"/> Local Government Unit <input type="checkbox"/> Higher Education Institution <input type="checkbox"/> Public <input type="checkbox"/> Private
3. Office Address:	
4. E-mail Address:	
5. Telephone Number:	
6. Name of competing division/organization <i>(i.e. Communication Division):</i>	

<b>II. Contact Person Information</b>	
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](mailto:bericeponsible@gmail.com) or fax to (044) 456-5390. Thank you very much for your interest in joining this competition.**



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



(044) 456-5390



[bericeponsible@gmail.com](mailto:bericeponsible@gmail.com)



[www.bericeponsible.com](http://www.bericeponsible.com)



[riceponsibleako](#)

DATE:

MEMORANDUM

TO: All Head of Department Units, Regional Offices, Bureaus, Attached Agencies and other concerned

FROM : The Secretary

SUBJECT: Search for RICEponsible Champions

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In support of our government's goal to achieve rice self-sufficiency while promoting better health, you are hereby encouraged to participate in the Search for RICEponsible Champions, a nationwide competition that encourages Government Organizations (GOs), Local Government Units (LGUs), and Higher Education Institutions (HEIs) to have their localized "Be RICEponsible" Campaign in order to promote the non-wastage of rice and the consumption of healthier rice in their respective areas of jurisdiction. Winners will receive the RICEponsible seal and other prizes in the form of grants worth up to PhP1,000,000.

The competition is open to all national and local offices. Each office may be represented by either a unit, division, or affiliate (e.g. canteen, office/school organization, Sangguniang Kabataan), but only one competitor can represent an office or branch. To join the contest, interested GOs/LGUs/HEIs must accomplish and submit the attached Entry Form, which is also downloadable from the Be RICEponsible website at <http://www.bericeponsible.com>. Forms must be submitted on or before June 15, 2015.

Attached herewith is the competition guidelines for your reference. For concerns, please contact the Be RICEponsible Secretariat through [gm.rellegue@philrice.gov.ph](mailto:gm.rellegue@philrice.gov.ph), (044) 456-5390, or 0947-996-2556.

All officials concerned are hereby directed to cause the widest dissemination of this memorandum to their areas of jurisdiction and to support the advocacy campaign the best they can.

Let us be part of the stride to achieve a rice self-sufficient and healthy country.

Thank you for your usual cooperation.