



MC No. 07, s. 2017

### MEMORANDUM CIRCULAR

**TO :** HEADS OF CONSTITUTIONAL BODIES, DEPARTMENTS, BUREAUS, AND AGENCIES OF THE NATIONAL GOVERNMENT; LOCAL GOVERNMENT UNITS; GOVERNMENT-OWNED OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTER; AND STATE UNIVERSITIES AND COLLEGES

**SUBJECT :** ASEAN 2017 Philippine Hosting

In view of the Philippines as Chair of ASEAN 2017, the Civil Service Commission reiterates its call to all public officials and employees to actively take part in raising the public's awareness of ASEAN and encourage active participation/support in the various activities throughout the year.

Heads of Offices are reminded of their agency's compliance with CSC MC. No. 6, s. 2016 issued on February 29, 2016 enjoining agencies to participate in the information campaign on ASEAN by, among others:

- posting relevant information and materials on ASEAN in conspicuous areas within the agency premises and their agency website;
- singing of the ASEAN Anthem in the first flag ceremony of the month;
- sharing information on ASEAN (e.g. updates on ASEAN-related activities, trivia, informative videos etc.) during such flag-raising ceremony and other employee fora to help raise awareness among their officials and staff; and,
- encouraging the wearing of ASEAN-inspired attire coinciding with the flag raising ceremony mentioned above.

For 2017, Heads of Offices are encouraged to take the information campaign further through measures that would heighten awareness of ASEAN, not just of their respective officials and employees, but also of their stakeholders, including their clients and the general public. These include, but are not limited to, the following:

1. Posting of any or all of the ASEAN 2017 streamers/banners in conspicuous places within the agency premises.
2. Playing of the theme song, "ASEAN Spirit" during agency events and activities. The theme song was composed by Prof. Josefino "Chino" Toledo, with lyrics written by National Artist for Literature Prof. Virgilio S. Almario.
3. Wearing of the national attire of any ASEAN Member State during flag raising ceremony and in activities of the agency requiring formal attire.

4. Conduct of appropriate activity/ies to commemorate the 50<sup>th</sup> founding anniversary of ASEAN in August 2017 that will involve agency officials and employees, its stakeholders and clients.

The banner designs and recording of “ASEAN Spirit” may be downloaded from the CSC Website.

Government officials and employees are likewise encouraged to “like” the official ASEAN 2017 Facebook page and follow the Instagram/Twitter account #ASEAN2017 for the latest updates on ASEAN 2017.

  
ALICIA dela ROSA-BALA  
Chairperson

13 MAR 2017