



M.C No. 18, s. 2017

## MEMORANDUM CIRCULAR

**TO :** ALL HEADS OF CONSTITUTIONAL BODIES; DEPARTMENTS, BUREAUS AND AGENCIES OF NATIONAL AND LOCAL GOVERNMENTS; GOVERNMENT-OWNED AND/OR CONTROLLED CORPORATIONS WITH ORIGINAL CHARTERS; AND STATE UNIVERSITIES AND COLLEGES

**SUBJECT :** *Dekada na ang ARTA* Celebration

As stated in Article II, Section 27 of the 1987 Constitution, the State shall maintain honesty and integrity in the public service and shall take positive and effective measures against graft and corruption. This was the basis of Republic Act No. 9485, otherwise known as the Anti-Red Tape Act (ARTA) of 2007, signed into law on June 2, 2007.

The ARTA aims to promote efficiency and transparency in government with regard to the manner of transacting with the public. ARTA provided the impetus for the Civil Service Commission (CSC) to enjoin government agencies to implement service delivery improvements such as draw up and display the Citizen's Charters, implement anti-fixer measures, and install public assistance desks.

In the ten years of its implementation, noticeable changes have been observed in the overall quality of government frontline services. ARTA has reversed the old service delivery model that puts primacy on the role of the agency. Now, citizens are at the center through the creation of a landscape of openness, customer feedback and third-party assessment toward improving the public's experience with government services.

Service excellence is also becoming the norm as access to public service information was expanded through the Citizen's Charter, and the Contact Center ng Bayan. Citizen participation was maximized by translating feedback collected through the Report Card Survey (RCS) into information for government agencies' service improvement. Citizens can exact accountability as RCS data determines whether a government office gets technical assistance through the Service Delivery Excellence Initiative and disciplinary action for poor performance, or reward through the Citizen's Satisfaction Center Seal of Excellence Award, a performance incentive for exemplary public frontline service delivery.

To celebrate the gains of ARTA and solicit inputs from partners and stakeholders on its continued implementation, all government agencies are enjoined to be part of the *Dekada na ang ARTA* celebration which the CSC will spearhead.

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

Theme: ***Dekada na ang ARTA: Sa Matapat, Mahusay at May Malasakit na Serbisyo Publiko, Bayan ang Panalo***

The following activities are to be undertaken at the national, regional, and local levels. Government agencies have the option to do their own version of the activities and contests:

<b>Dates</b>	<b>Activity</b>	<b>Description</b>
June to December 2017	<b><i>Dekada na ang ARTA Video</i></b>	A video-tribute on the 10 <sup>th</sup> year of ARTA from CSC Chairperson Alicia dela Rosa-Bala is available for download in the CSC's website ( <a href="http://www.csc.gov.ph">www.csc.gov.ph</a> ).
June 12 to September 2017	<b>#MakuhaKaSaARTA Photography Contest</b>	The "#MakuhaKaSaARTA photography contest aims to capture excellent public service (physical setup, frontliners, or clients) through photography.  The contest mechanics is posted at <a href="http://www.csc.gov.ph">www.csc.gov.ph</a> .
June 12 to December 31, 2017	<b>Display of the <i>Dekada na ang ARTA</i> Streamer in all government offices</b>	The <i>Dekada na ang ARTA</i> streamer may now be downloaded in the CSC's website.
June to September 2017	<b>Presentation of Agency Performance</b>	CSC shall present to the agency heads their performance and compliance with CSC's human resource (HR) programs.
June 11-12, 2017	<b>Launch of <i>Dekada na ang ARTA</i> during the June 12 Independence Day Celebration</b>	An exhibit and information booth on the <i>Dekada na ang ARTA</i> celebration will be on display at the Rizal Park from June 11 to 12. Other activities will be organized as part of the efforts to raise awareness on the relevance of ARTA.
July 4-6, 2017	<b><i>Dekada na ang ARTA</i> at the 5<sup>th</sup> Public Sector Human Resource Symposium</b>	The ARTA Caravan is one of the highlights of the 5 <sup>th</sup> HR Symposium. Participants can avail of frontline services from participating government agencies.

For further queries and concerns, your office may get in touch with the CSC's Public Assistance and Information Office at telephone nos. (02) 9314180 and 9317993 or email [csc.pmr@gmail.com](mailto:csc.pmr@gmail.com). Visit [www.csc.gov.ph](http://www.csc.gov.ph) for updates and announcements.

  
**ALICIA dela ROSA-BALA**  
Chairperson

14 JUN 2017

## #MakuhaKaSaARTA Photography Contest Mechanics

<p><b>Background and Objectives</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The Civil Service Commission (CSC) is holding a photography contest entitled “<b>#MakuhaKaSaARTA</b>” as part of the <i>Dekada na ang ARTA</i> celebration.</li> <li><input type="checkbox"/> Entries must strictly follow the celebration’s theme: “<i>Dekada na ang ARTA: Sa Matapat, Mahusay at May Malasakit na Serbisyo Publiko, Bayan ang Panalo</i>”. Photographs should be able to capture excellent public service as defined by ARTA. This may include good physical set-up of a government service office, frontliners who are ready to serve, or clients satisfied with the service provided them. The images should be able to depict a non-choreographed or candid scenario in any government office/employee’s quality of service delivery, taken in any Philippine government agency.</li> </ul>
<p><b>Who can join/participate?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> This contest is open to all private individuals, aged 18 to 65 years old. All government employees are ineligible to join the contest.</li> <li><input type="checkbox"/> Each participant shall submit one entry only.</li> <li><input type="checkbox"/> CSC employees and their relatives up to the third degree of affinity or consanguinity are disqualified from joining the competition.</li> </ul>
<p><b>Entry Period</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Entry period shall be from June 12 to August 31, 2017.</li> <li><input type="checkbox"/> Participants must register online by filling out the entry form, provide necessary requirements, and upload the photo entry via this link (<a href="https://form.jotform.me/artacscgovph/artadekadaphotographycompetition">https://form.jotform.me/artacscgovph/artadekadaphotographycompetition</a>)</li> <li><input type="checkbox"/> Late entries shall not be accepted.</li> </ul>
<p><b>What are the contest rules?</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The photographer may coordinate in advance with the government agency where he/she will take the photograph for their awareness or for logistics purposes. This does not mean, however, that there should be prior set up of a scene or a deliberate arrangement of a particular scenario. The agency should not meddle with the scenario to be captured in the photo.</li> <li><input type="checkbox"/> While the photo taken should be candid, the photographer should coordinate with the subject <i>after</i> the photo has been taken for the signing of a release form. This means that the subject agrees to have his/her photo taken, but that the actual photo was taken without the subject’s prior knowledge. By signing the release form, the subject agrees that the photo may be published in social media and print publications of the CSC. Without the signed release form, the entry shall be disqualified.</li> </ul>

	<ul style="list-style-type: none"> <li><input type="checkbox"/> Photographs should be in digital file, full color, or black and white, with 300 dpi, in JPEG or JPG format, and may be on portrait or landscape orientation.</li> <li><input type="checkbox"/> Photographs submitted should have no watermark. There should be no identifying mark on the images to eliminate any bias during the screening and judging of the submitted photos.</li> <li><input type="checkbox"/> Photographs to be submitted must have been taken after the official launch and announcement of this contest.</li>   <li><input type="checkbox"/> The following photographs or images are <b>disqualified</b>: <ul style="list-style-type: none"> <li>▪ Photographs that have been previously submitted or have won in any local or international photography contest.</li> <li>▪ Photographs that violate a person's rights including, but not limited to, copyright and privacy.</li> <li>▪ Photographs that contain obscene, sexually explicit, offensive, or any other objectionable or inappropriate content.</li> </ul> </li> </ul>
<b>Voting Period</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The public vote for the <b>#MakuhaKaSaARTA</b> entry begins at 12:00 a.m. on September 1, 2017 and ends at 11:59 p.m. on September 12, 2017 through the official CSC Facebook account:  <i>www.facebook.com/PhilippineCivilServiceCommission</i></li> </ul>
<b>What are the criteria for judging?</b>	<p>Only the top 50 entries with the most number of "likes" by end of voting period shall be shortlisted as qualifiers. These shall be screened by the CSC ARTA Program Management Team to come-up with <b>20 semi-finalists</b>.</p> <p>The semi-finalists will be judged by the members of the CSC Commission, and other CSC officials, based on the following criteria:</p> <ul style="list-style-type: none"> <li>▪ Adherence to theme/content – 50%</li> <li>▪ Creativity and originality – 25%</li> <li>▪ Photographic Quality- 25 %</li> </ul> <p>The decision of the judges is final and not appealable.</p>
<b>Announcement of Winners</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The winners will be announced on September 29, 2017 via the CSC website (www.csc.gov.ph), Facebook, and the Contact Center ng Bayan (CCB) website. The winning photos will also be featured in the ARTA Watch section of the CS Reporter</li> <li><input type="checkbox"/> Cash Prize of PHP10,000 and certificate for one (1) winner of <b>#MakuhaKaSaARTA</b></li> <li><input type="checkbox"/> Cash Prize of PHP5, 000 and certificate for one (1) special award for the entry with most "likes" via CSC FB.</li> </ul>

	<ul style="list-style-type: none"> <li><input type="checkbox"/> If the same entry tops both categories, the second entry with most number of “likes” will be conferred the special award.</li> <li><input type="checkbox"/> Non-winning semi-finalists will receive a consolation prize of PHP2, 000 and certificate each.</li> </ul>
<p><b>Other conditions:</b></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Should there be any complaints that may arise due to similarities, likeness, or comparison of the design, the participant must prove his/her photograph’s authenticity.</li> <li><input type="checkbox"/> CSC reserves the right to disqualify any entry for violation of intellectual property rights pursuant to Republic Act No. 8293 or for any other reason.</li> <li><input type="checkbox"/> If any party manifests in writing that his/her intellectual property rights have been violated by a contestant/entry, the CSC reserves the right to withhold the cash prize and/or use of the winning photo until such issue has been settled.</li> <li><input type="checkbox"/> All studies and designs submitted for entry shall be considered property of CSC and as such, the CSC further reserves the right whether or not to use the materials.</li> <li><input type="checkbox"/> The design of the photo must be certified original and/or officially submitted by the participant.</li> <li><input type="checkbox"/> The CSC assumes no responsibility for any transmission error or delay in the online submission of the entries. Also, it cannot be deemed responsible for any possible theft, deletion, and/or alteration that might be made on the entries/entry forms that will be submitted online.</li> <li><input type="checkbox"/> By joining this competition, the contest participants agree that CSC may opt to upload in its official website a gallery of the photos to be submitted for this contest.</li> </ul>