



PHILIPPINE INSTITUTE FOR DEVELOPMENT STUDIES
Surian sa mga Pag-aaral Pangkalahatan

18th Floor Three Cyberpod Centris-North Tower, EDSA
Tel: 372-1291, 372-1292 • <http://www.pids.gov.ph>

RE:

CP/O / P/O

ATTY. MARIA ROSARIO MAMBA-VILLAFLOR
CHIEF OF STAFF

1/20
8/9

MR. MANUEL MAMBA
Provincial Governor
Province of Cagayan

Dear Governor Mamba:

Greetings!

Per Malacañang Proclamation 247 dated September 2, 2002, the month of September of every year is declared as **Development Policy Research Month (DPRM)** to promote and draw nationwide awareness of the importance of policy research in the formulation of national development plans, programs, and policies.

We shall be celebrating the DPRM once more this coming September. Our theme for this year is **“Going Green and Digital for a More Sustainable, Inclusive, and Prosperous Future for All”**, or in Filipino, **“Maging Makakalikasan at Digital para sa Higit na Matatag, Inklusibo, at Masaganang Kinabukasan para sa Lahat”**. Through this theme, we wish to highlight the importance of simultaneously pursuing digital transformation and green transition. This twin transition is essential for the Philippines to have a more sustainable, inclusive, and prosperous future. Going green and digital is the way to build back better and stronger after COVID-19 and achieve the 2030 Sustainable Development Goals. Through the various activities during the DPRM, we will discuss how developing countries like the Philippines can pursue this twin transition strategically and in a just and equitable way to everyone concerned, leaving no one behind.

As the agency designated to lead and coordinate the yearly observance of the DPRM, the Philippine Institute for Development Studies (PIDS) invites your office/agency/local government to participate in this year’s celebration through the following:

1. Display the physical banner of DPRM 2023 on your office premises or the electronic banner on your official website and social media pages. The attached file provides the design and specifications of the banner. You may access the template at <https://bit.ly/2023dprmbanner>. The banner is currently available in Filipino and English and will be translated into other major Philippine languages. You may use the version that best suits your area’s language preference. You may also translate the slogan into your local dialect.

For inquiries regarding the banner specifications, please contact Ms. Maria Alyssa L. Esguerra (Sassa) of the PIDS DPRM Committee at mesguerra@pids.gov.ph or (02) 8877-4028.

If you will print the banner for display in your offices, we encourage you to use sustainable materials.

2. Repost and share DPRM promotional videos, infographics, and related announcements on your website and social media pages. **Note:** You may download these from the DPRM website (<http://dprm.pids.gov.ph>) and PIDS social media pages (<https://www.facebook.com/PIDS.PH/>, https://twitter.com/PIDS_PH, and <https://www.youtube.com/@PIDSPHL>).
3. Encourage your personnel to visit the DPRM website (<http://dprm.pids.gov.ph>) and the Annual Public Policy Conference (APPC) subsite and follow PIDS on its social media pages (<https://www.facebook.com/PIDS.PH/>, https://twitter.com/PIDS_PH, <https://www.youtube.com/@PIDSPHL>).
4. Join the DPRM events in September, such as the kick-off press conference on September 5, the 9th Mindanao Policy Research Forum (MPRF) (date to be announced), and the 9th Annual Public Policy Conference (APPC) on September 19. Except for the press conference (which is for the members of the media), these events are open to the public. You may attend the MPRF and APPC via Zoom or watch the live stream of these events on the PIDS (<https://www.facebook.com/PIDS.PH/>) and SERP-P (<https://www.facebook.com/SERPPH/>) Facebook pages. We will announce these events on our social media pages and provide the registration links.
5. Organize activities relevant to the theme or policy research.

Please use the attached confirmation sheet to provide details of your participation. Kindly email the accomplished form to Ms. Reynalyn Garcia at rgarcia@pids.gov.ph. We will include your activities in the List of Activities/Events on the DPRM 2023 website.

We thank you for your continued support of PIDS and the DPRM. We look forward to hearing from you soon.

With our best regards and wishes for your good health and safety.

Very truly yours,

ANICETO C. ORBETA JR.
President

Enc: Specifications for the banner/streamer
Proclamation No. 247
Confirmation Sheet

How to Use the 2023 DPRM Banner

The DPRM banner is available in English and in Filipino. **Just choose the version that best suits your area's language preference. You may also translate the slogan in your local language or dialect.**

1. The DPRM banners may be downloaded in JPEG format and in actual sizes (recommended size is **2500 px x 1482 px**) from this URL: <https://bit.ly/2023dprmbanner>.
2. Open the PSD file using Adobe Photoshop to edit.
3. Insert your agency/company's logo at the top left portion of the banner and your agency/company name beside it as shown in the images below.



4. The font styles used in the banner are also available in the abovementioned URL:
 - For the **AGENCY/ORGANIZATION NAME**: Helvetica Neue 65 Medium
 - For 'joins the nation in celebrating the': Helvetica Neue Ultra Light Regular
 - For '**21st Development Policy Research Month**' and '**September 2023**': Helvetica Neue Heavy
 - For the '**Going Green and Digital for a More Sustainable, Inclusive, and Prosperous Future for All**': Nexa Heavy



5. In case you will print the banner for display in your offices, we encourage you to use sustainable materials.

If you have questions, you may contact Ms. Maria Alyssa L. Esguerra (Sassa) of the PIDS DPRM Committee at mesguerra@pids.gov.ph or 8877-4028.

Thank you for your usual support and cooperation to PIDS!

21st Development Policy Research Month (DPRM) September 2023

Theme:
Going Green and Digital for a More Sustainable, Inclusive, and Prosperous Future for All
(Maging Makakalikasan at Digital para sa Higit na Matatag, Ingklusibo, at Masaganang Kinabukasan para sa Lahat)

Participation Confirmation Sheet

Institution / Office Affiliation : _____
Contact Person/s : _____
Designation/s : _____
Office Address : _____
Telephone or Mobile No. : _____ Fax No.: _____
E-mail Address/es : _____

Activity/Activities Planned:

Activity 1: Organization and/or conduct of fora/seminars/events related to the 2023 DPRM theme or to policy research.

Title: _____
Date: _____
Mode (virtual or face-to-face): _____
Venue (if face-to-face): _____
Registration link (if available): _____
Speaker/s and Institutional Affiliation (if any): _____

Activity 2: Display of DPRM streamer/banner in our office building or on our website and social media pages.

Note: Please provide the URL so we can feature your banner on the DPRM website. You may also send us a photo of the physical banner.

Website URL: _____

Social media URL: _____

Activity 3: Publication of announcements and/or articles about the DPRM and its theme in our institutional materials/publications, social media pages, and other dissemination outlets.

Note: Please provide the URL for cross-posting on the DPRM website.

Comments/suggestions:

PIDS contact person: Please send your response via email to Ms. Reynalyn Garcia at rgarcia@pids.gov.ph.