Resolution Authorizing the Philippine Information Agency (PIA) to Prepare the Communication Plans for NSWMC

WHEREAS, Section 2 of Republic Act (RA) 9003 states that it is the policy of the state to adopt a systematic, comprehensive and ecological solid waste management system;

WHEREAS, the enactment of RA 9003 institutionalized the creation of the National Solid Waste Management Commission (NSWMC), an inter-agency body that is mandated to oversee the implementation of the solid waste management plans and prescribes policies to achieve the objectives of the Act;

WHEREAS, the Department of Environment and Natural Resources (DENR) acts as the chairman of the National Solid Waste Management Commission (NSWMC) composed of fourteen (14) National Government Agencies (NGAs) and three (3) members from the private sectors;

WHEREAS, the Philippine Information Agency (PIA) is a member of the National Solid Waste Management Commission (NSWMC) mandated to “allocate regular free air time and print spaces on waste management matters, in television, radio, broadsheets, outdoor signages, other telecommunications, information technologies and non-traditional media channels” as stated in Section 3, Rule XXI of the IRR of RA 9003;

WHEREAS, there is a need to fully understand the essence of ecological solid waste management system, identify the classification of the solid wastes generated and how these will be addressed by the barangay/municipal/city and provincial solid waste management board;

WHEREAS, the NSWMC sees the necessity for the Philippine Information Agency (PIA) to formulate the necessary promotion and information campaign strategies in the form of NSWMC Communication Plans;

NOW THEREFORE, BE IT RESOLVED, AS IT IS HEREBY RESOLVED, that the PIA be authorized to prepare the Communication Plans of NSWMC be adopted for effective implementation of RA 9003.

APPROVED 04th of October, 2009.

ATTESTED BY:

GERARDO V. CALDERON
Executive Director, NSWMC/S

JOSÉ Z. ATIENZA, JR.
Secretary, Department of Environment and Natural Resources (DENR) and Chairman, NSWMC

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