RESOLUTION CREATING A SUB-GROUP TO PREPARE THE COMMUNICATIONS PLAN AND THE VISION AND MISSION FOR NSWMC

WHEREAS, Republic Act 9003 otherwise known as the Ecological Solid Waste Management Act of 2000 provides for the adoption of a systematic, comprehensive and ecological solid waste management program which shall ensure, among others, the protection of public health and environment, and utilize environmentally-sound methods that maximize the utilization of valuable resources and encourage resource conservation and recovery;

WHEREAS, the Philippine Information Agency (PIA) is a member of the National Solid Waste Management Commission (NSWMC) mandated to “allocate regular free airtime 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 R.A. 9003;

WHEREAS, the NSWMC sees the necessity to develop a Communications Plan to disseminate vital information and engage the active participation of the stakeholders including the LGUs and the general public and the Philippine Information Agency (PIA) has the expertise to formulate the necessary promotion and information campaign strategies, including the updated VISION and MISSION of the Commission;

WHEREAS, NSWMC Resolution No. 37, Series of 2009 has authorized the Philippine Information Agency to prepare the Communications Plan for the NSWMC;

WHEREAS, the composition of the Sub-Group shall be representatives from the Philippine Information Agency as head and the NSWMC Secretariat;

WHEREAS, upon approval of this resolution, a timetable for the development and preparation of the Communications Plan and the VISION/MISSION shall be submitted and periodically updated with the Commission.

NOW, THEREFORE, BE IT RESOLVED, AS IT IS HEREBY RESOLVED, that the Creation of the Sub-Group to develop the Communications Plan and Vision and Mission of the NSWMC is unanimously approved.

APPROVED 12th of August, 2014.

CRISPIAN N. LAO
Representative, Recycling Industry and Vice Chairman, National Solid Waste Management Commission (NSWMC)

Waste No More! Waste No Time!