



April 26, 2019

DIVISION MEMORANDUM

No. 241 S. 2019

**#SWAP-UP 2.0 CHALLENGE, A PARTNERSHIP PROGRAM
WITH NATURE'S SPRING**

To: Assistant Schools Division Superintendents
Chiefs, SGOD/CID
Education Program Supervisors/Coordinators
Public Schools District Supervisors
Public Elementary and Secondary School Heads
Public Elementary and Secondary School Teachers
All Others Concerned

1. For the information and guidance of all concerned, attached herewith is the Regional Memorandum No. 205. s. 2019 entitled **#Swap-up 2.0 Challenge, A Partnership Program with Nature's Spring**.
2. The Nature's Spring Foundation, Inc. in partnership with the Department of Education Region VII will conduct a campaign program and launch its first ever Cebu Province-wide Competition on plastic waste upcycling innovation dubbed as #Swapup 2.0 Challenge.
3. The competition program concept focuses on recognizing, promoting and adopting sustainable practice on proper waste management through a search for child-led, innovative solutions wherein public schools and stakeholders participate jointly by collecting used *PET* bottles, creating / showcasing an innovation for upcycling / reuse the *PET* bottles not only to address the issue of plastic waste pollution but also to pursue school-community livelihood opportunities.
4. This pilot project will have its initial and first implementation in the public schools of the six (6) Schools Divisions within Cebu Island namely: **Bogo City, Danao City, City of Naga, Carcar City, Toledo City and Cebu Province**.
5. Participants will be given a maximum of three months to identify existing solutions and enhance them based on the project solution search criteria OR to

5. Participants will be given a maximum of three months to identify existing solutions and enhance them based on the project solution search criteria OR to conceptualize, successfully test a working proto-type or model and document their innovation. **Submission of entries is due on August 2019.**

Timeline:

May 18, 2019 <i>(BrigadaEskwela Caravan)</i>	Official Launching of the SwapUp 2.0 Solution Search Competition
May 18 – August 30, 2019	Submission of Entries
June-July 2019	Conduct of Free mentoring workshops

6. See attachment for the contest mechanics and criteria for selection.
7. Immediate and wide dissemination of this memorandum is desired.

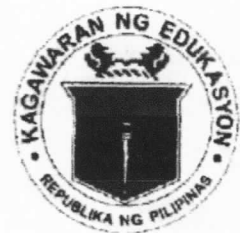
For:

RHEA MAR A. ANGTUD, ED.D., CESO VI
School Division Superintendent

DR. ESTER A. FUTALAN
Office-in-Charge
Assistant Schools Division Superintendent



REPUBLICA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON
DEPARTMENT OF EDUCATION
REHIYON VII, GITNANG VISAYAS
REGION VII, CENTRAL VISAYAS
Sudlon, Lahug, Cebu City



APR 23 2019

REGIONAL MEMORANDUM

No. 205, s. 2019

#SWAP-UP 2.0 CHALLENGE, A PARTNERSHIP PROGRAM WITH NATURE'S SPRING

To: Schools Division/City Superintendents
All Others Concerned

1. The Nature's Spring Foundation, Inc. in partnership with the Department of Education Region VII and in time with the Earth Day celebration this April 22, 2019 will conduct a campaign program and launch its first ever Cebu province-wide competition on plastic waste upcycling innovation dubbed as #SwapUp 2.0 Challenge.
2. The competition program concept focuses on recognizing, promoting and adopting sustainable practice on proper waste management through a search for child-led, innovative solutions wherein public schools and stakeholders participate jointly by collecting used PET bottles, creating / showcasing an innovation for upcycling / reuse the PET bottles not only to address the issue of plastic waste pollution but also to pursue school-community livelihood opportunities.
3. This pilot project will have its initial and first implementation in the public schools of the six (6) Schools Divisions within Cebu Province namely: Bogo City, Danao City, City of Naga, Carcar City, Toledo City and Cebu Province.
4. For further information and inquiries, attached is the program guidelines and mechanics. You may contact Ms. Gabrielle T. Espinosa, NSFI Program Officer, through tel. no. 355-8888 local 8794 or at mobile no. 0966-460-6464. She can also be invited to speak on the program during your Brigada Eskwela / School Maintenance Week implementation.
5. Wide and immediate dissemination of this Memorandum is desired.


SALUSTIANO T. JIMENEZ, CSO V
Director III 

JAI/STJ/ESSD/bvjy

Office of the Director (ORDir), Tel. Nos.: (032) 231-1435; 231-1309, 414-7399; 414-7325; Office of the Assistant Director, Tel. No.: (032) 255-4542
Field Technical Assistance Division (FTAD), Tel. Nos.: (032) 414-7324 Curriculum Learning Management Division (CLMD), Tel. Nos.: (032) 414-7323
Quality Assurance Division (QAD), Tel. Nos.: (032) 231-1071 Human Resource Development Division (HRDD), Tel. No.: (032) 255-5239
Education Support Services Division (ESSD), Tel. No.: (032) 254-7062 Planning, Policy and Research Division (PPRD), Tel. Nos.: (032) 233-9030,
414-7065 Administrative Division, Tel. Nos.: (032) 414-7326; 414-4367; 414-7366; 414-7322; 414-4367
Finance Division, Tel. Nos.: (032) 256-2375; 253-8064; 414-7371



NATURE'S SPRING
FOUNDATION, INC.

CD Seno Boulevard Corner Ouano Avenue
Barangay Mantuyong, Mandaue City

April 16, 2019

DR. JULIET A. JERUTA
Regional Director
Department of Education—Region No. 7

ATTN:
DR. BERNA J. YSULAN
Project Development Officer IV
Education Support Services Division

Dear DR. JERUTA:

Greetings! I hope this letter finds you well.

As an initiative in contributing to the sustainable environmental management in the province, **Nature's Spring Foundation Incorporated (NSFI)**—the Corporate Social Responsibility Arm of the Philippine Spring Water Resources Inc., (PSWRI)—will hold its first ever province-wide competition on Plastic Waste Upcycling Innovation, dubbed as the **#SwapUp 2.0 Challenge**, which focuses on recognizing, promoting and adopting sustainable practices on proper plastic waste management through a search for child-led, innovative solutions within communities with active participation of multi-stakeholders.

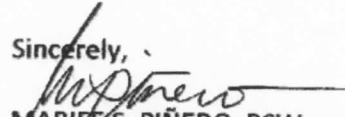
We believe that this campaign-competition must be a collaborative effort between stakeholders in the province to achieve positive impacts on our goal for the environment. Thus, as partner of Nature's Spring Foundation, we are highly interested to tap your agency, particularly on the information campaign dissemination and other possible support of the agency for the public schools in Cebu.

To give you a deeper insight, attached together with this letter is the mechanics and guidelines of the **#SwapUp 2.0 Challenge**. For further clarifications, please contact Gabrielle T. Espinosa, NSFI Program Officer, through the nos. 355-8888 loc. 8794 or 0966 460 6464.

We look forward to this prosperous partnership with you. May this effort be a milestone for a better sustainable development in the fields of Education and Environment here in Cebu.

Thank you very much.

Sincerely,


MARIFE S. PIÑERO, RSW
Program Manager

#SwapUp 2.0 Challenge

GENERAL GUIDELINES AND MECHANICS

INTRODUCTION

The **#SwapUp 2.0 Challenge** seeks to utilize the creative energies of children, youth, families and their local communities in developing lasting solutions for responsible waste management and promote a healthier, more liveable, and sustainable future for our people and our world.

The Philippines has been identified as the major contributor of plastic pollution in the world, ranking third among the 173 countries and producing 1.9 metric tons of mismanaged plastic waste annually, according to the 2017 report released by the Ocean Conservancy and McKinsey Center for Business and Environment. However, weak implementation and enforcement of waste management potentially affects lives of Filipinos, such as access to clean and safe water, loss of livelihood, and increased exposure to health infections and disaster risk.

Nature Spring Foundation, Inc. (NSFI) – the corporate social responsibility arm of the Philippine Spring Water Resources, Inc. (PSWRI), the makers of the Nature Spring bottled water - in partnership with the Department of Education (DepEd), local governments, the private sector, and other key stakeholders in Cebu, will lead a nation-wide campaign to launch a solutions search competition with plastic waste reduction as its central theme. Starting its first year with Cebu province as a pilot, the competition is a strategy geared towards finding new or existing workable sustainable solutions that exist within our communities and has the potential for adoption and replication in other communities. Such solutions will be recognized as bright spots and help build a movement of initiatives that would counter the projected effects of improper waste disposal on water, health, livelihoods, climate change and disaster risks.

OBJECTIVES

To recognize, promote, and adopt sustainable practices on proper plastic waste management through an annual search for a child-led, innovative solutions within communities that actively involves children and youth, women, community-based organizations, local governments, and other mission-aligned partners.

CONTEST MECHANICS

The competition is open to all public secondary schools in the province of Cebu, excluding the schools situated in the Metro Cebu Area—Cebu City, Mandaue City, Lapu-lapu City, and Talisay City.¹

1. In the competition, participating secondary schools will work with their students, the Parent Teachers and Community Association (PTCA), and other community-based groups to collect used PET bottles and showcase an existing or create a new innovative solution for **upcycling**² the PET bottles not only to address the issue of plastic waste pollution but also reusing these PET bottles as a means to address other challenges or pursue opportunities in their community and add value in their day to day lives such as, but not limited to secure livelihoods, community infrastructure, health, disaster risk reduction, and other development projects.
2. Participating secondary schools should partner with an active and registered community-based organization, cooperative or association within their respective communities. Additional points will be given to upcycling solutions that involve partnerships with local businesses, the private sector, other NGOs, and their local government unit.
3. Solution search participants must document the process and output of their innovation through an accomplished entry form provided by Nature Spring Foundation, Inc.
4. The project solution must involve the participation of children of the school, the local youth, and women of the community. A project committee structure must actively involve these groups in decision-making.
5. Participants will be given a maximum of three months to identify existing solutions and enhance them based on the project solution search criteria OR to conceptualize, successfully test a working proto-type or model and document their innovation. Submission of entries is due on August 2019.
6. The competition is limited to one innovation per participating entry.

CRITERIA FOR SELECTION

1. Public Secondary School must have an active partnership with a community-based organization, cooperative or association.
2. Active participation of children of the school, the local youth, and women of the community. A project committee structure must actively involve these groups in decision-making.
3. Criteria for selecting the winners are as follows:
 - Impact: 30%
 - Sustainability of innovation: 30%
 - Profitability/Market potential of the innovation: 30%

¹ These areas are excluded to prevent the disruption of livelihood of peddlers and scavengers involved in the collection and recycling of plastic bottles.

² **Upcycling**, also known as creative reuse, is the process of transforming by-products, waste materials, useless, or unwanted products into new materials or products of better quality or for better environmental value. **Upcycling** is the opposite of downcycling, which is the other face of the recycling process.

6. *Winners of the solution search shall officially become grant recipients of NSFI and shall be covered by terms and conditions as provided by a Grant Agreement to be signed by all parties.*

TIMELINE

- **Official Launching of the SwapUp 2.0 Solution Search Competition**
May 18, 2019 (Brigada Eskwela Caravan)
- **Submission of Entries**
(May 18 to August 30, 2019)
- **Conduct of free mentoring workshops**
(June – July 2019)

PROPOSED IMPLEMENTING PARTNERS

- Philippine Spring Water Resources, Inc (PSWRI)
- Department of Education
- Provincial Government of Cebu