



LOCAL WATER UTILITIES ADMINISTRATION

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February 22, 2017

MEMO CIRCULAR NO. 005-174

To : Regional/Provincial Water District Associations
All Water Districts
Subject : **WORLD WATER DAY 2017**

The Local Water Utilities Administration (LWUA) joins the nation and the world in the observance of World Water Day 2017. World Water Day is held annually on 22 March as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources. Each year, World Water Day highlights a specific aspect of freshwater.

This year's theme is "Water and Wastewater". It aims to highlight the symbiosis between water and wastewater in the quest for sustainable development. Wastewater is perceived as a valuable resource in the circular economy and its safe management as an efficient investment in the health of humans and ecosystems.

LWUA and the Water Districts are urged to lead the national and provincial water supply sectors in celebrating this event. All Water Districts nationwide are encouraged to conspicuously display WWD Day streamers in their offices and other places within their areas of coverage and organize activities related to the theme.

As a simultaneous activity proposed by the WWD Day 2017 Organizing Committee, a nationwide hanging of World Water Day 2017 streamers shall be held on March 1, 2017. A week-long activities are also lined up starting with a kick-off program on March 15 at the Market, Market in Bonifacio Global City in Taguig, Metro Manila.

The World Water Day 2017 celebration will culminate with the 2017 World Water Day Water Awards to be hosted by the Maynilad. LWUA will give recognition to three (3) water districts from Luzon, Visayas and Mindanao as Huwarang Lingkod Tubig Awardees on March 22 in Quezon City. All Water Districts with Wastewater Treatment Project are enjoined to submit their entry to their Regional Water District Association. Please submit **Regional Nominee** to LWUA Public Affairs Department on or before March 6, 2017. Please refer to the attached selection.

Happy World Water Day to all!

ANDRES F. IBARRA
Administrator

World Water Day 2017 Culminating Event
PHILIPPINE WORLD WATER DAY AWARDING 2016

March 22, 2016, Quezon City

“HUWARANG LINGKOD-TUBIG AWARD”

By the Local Water Utilities Administration

Vying for the
Water and Wastewater Management Program
In terms of Best PR Practices/Info Awareness Awards
(based on World Water 2017 theme)

Mechanics:

- There will be Three (3) Water District Awardees:
One (1) from Luzon, **One (1)** from Visayas and **One (1)** from Mindanao
- Each Regional Water District Association shall submit **one entry**.
- The entry should be in a **narrative form with photos and/or video clips** based on the criteria
- Deadline of submission to **LWUA Public Affairs Department** is on **March 6, 2016**
- All entries submitted or received after the deadline will not be included in the judging

Criteria:

Sustainable Impact of Wastewater/Water Treatment Program	- 30%
Effectivity / Impact of the PR Program in the Community	- 30%
Economic Impact	- 20%
Area of Coverage	- <u>20%</u>
Total	100%

(Please contact LWUA Public Affairs Department at tel. no. (02) 920-55-81 to 89 locals 374, 335 or mobile nos. 09156733287 or 09166890805 for further details.)