



LOCAL WATER UTILITIES ADMINISTRATION

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February 27, 2018

MEMO CIRCULAR NO. 006-18

To : ALL WATER DISTRICTS
Subject : WORLD WATER DAY 2018

The Local Water Utilities Administration (LWUA) joins the nation and the world in the observance of World Water Day 2018.

The World Water Day is held on 22nd of March every year. This year's theme is "**Nature for Water**". It aims to raise awareness and inspire action on water and sanitation issues. It is also a means of focusing attention on the importance of water and advocating for the sustainable management of our water resources..

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 streamers in their offices and other places within their areas of coverage and organize activities related to the theme.

As a simultaneous activity among inter-agencies and water districts, a nationwide hanging of World Water Day 2018 streamers shall be held on March 5, 2018. Various activities are also lined up starting with a kick-off program on March 15 at La Mesa Nature Reserve, Novaliches and a culminating event on March 22 at Novotel, Quezon City with the 2018 World Water Day Water Awards to be hosted by Maynilad. LWUA will give recognition to three (3) water districts from Luzon, Visayas and Mindanao as **Huwarang Lingkod Tubig Awardees** with "Best Practices on Watershed Development Program". All 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 12, 2018. (Please refer to the attached selection).

All Water District employees are also invited to join the National Photo Contest with the theme "**Water Challenges in the 21st Century**". Cash prizes are at stake for the 3 winning entries. Please email your entries at publicaffairs@lwua.gov.ph or iTubig FB page. (Attached is the contest mechanics).

Happy World Water Day to all!


JECI A. LAPUS
Acting Administrator

World Water Day 2018
NATIONAL PHOTO CONTEST FOR WATER DISTRICTS
Theme: "Water Challenges in the 21st Century"

1. The contest is open to all Water District employees nationwide.
2. Each participant can submit a maximum of two entries,
Size: 5" x7", high resolution.
3. The entry/entries shall be electronically sent to:
publicaffairs@lwua.gov.ph or thru i Tubig FB page
4. Cash prizes awaits the winners:
1st Prize 5,000 2nd Prize 3,000 3rd Prize 2,000
5. Deadline of submission is on **March 19, 2018 @ 9AM .**
6. For more inquiries please call LWUA-Public Affairs Department:
(02)-4334656 Mobile Number: 09156733287
7. Criteria For Judging:

Adherence/Appropriateness to Theme (Relevance to the theme "Water Challenges in the 21 st Century")	40%
Creativity and Originality (How the Entrant was able to convey their idea, message or thought in an original and imaginative way through their lens)	35%
Visual Impact (How all the visual elements harmoniously express the purpose or intent of the image)	15%
Photographic Quality (How the Entrant was able to use and control light. Was the lighting applied in the photo (man-made or natural) properly used to enhance the image? Does the Entry exude technical excellence? Do the tones work together, effectively supporting the image?)	15%
Total	<hr/> 100%

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**World Water Day 2018 Culminating Event:
PHILIPPINE WATER AWARDING
March 22, 2018, Quezon City**

"HUWARANG LINGKOD-TUBIG AWARD"
by the Local Water Utilities Administration

Best PR Practices on Watershed Development Program

Selection Process:

- 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 12, 2018

Criteria:

Sustainability of Watershed Development Program	30%
Effectivity / Impact of the PR Program in the Community	30%
Socio-Economic Impact	20%
Effective Inter-agency Collaboration	<u>20%</u>
Total	100%

(Please contact LWUA Public Affairs Department at tel. no. (02) 920-55-81 to 89 locals 374, 335 or (02) 4334656/ Mobile nos. 09156733287 or 09166890805 for further details.)