

## **CONDUCT OF SPECIAL EVENTS FOR THE NATIONAL ENVIRONMENTAL CELEBRATION 2021**

The Environmental Management Bureau in Region IV-A (Calabarzon), with its hardworking Regional Director Noemi A. Paranada at the helm, conducted some below the line activities to help entice the youth's interests to be a participative force towards the fulfilment of its mandate.

Aimed at its 2-pronged objective: one in commemoration of the Earth Day, and, two: to ensure the youth's interest in the participatory process for environmental improvement by taking advantage of their artistic talents, the EMB Calabarzon, through its Environmental Education and Information Section, launched its online Comic Strip Making Contest in March this year.

"The contest is meant to develop a firm ecological mindset to overcome environmental challenges with proactive behavioral change and sense of responsibility and ownership for the actions they undertake in their household and community involvement," shared RD Panarada.

Themed "Restore Our Earth", the contest was opened for 15 to 30 year olds nationwide who can digitally create an original comic strip showing what they are doing and what else should be done to restore our planet.

Some criteria for judging includes Visual Narrative (30%), Story/Conceptualization (20%), Illustration Skills/Technical Expertise (25%) and Overall Impact/Appeal to the Public (25%), for a total of 100%

Some 24 entries came in and after much deliberation by the judges, Jiro Melegrito – a 19-year old Psychology student and digital illustration from Isabela, emerged as the top winner for his entry "Turo ni Nanay" and brought home the Php10,000 cash prize.

Second placer is 20 year old college student from Batangas State University Ivanne Briones for his entry "Daily Routine" and was given Php7,000 cash prize.

Jan Reinnier Zamora's "Everyday Earth by Snaily" landed on 3<sup>rd</sup> place. This 17 year old student from Batangas City received a Php5,000 cash prize.

Aside from the top 3, special awards were given to Maria Cleofe Pacuribot (most liked, with 536 Likes/Reaction) for her entry "Ang Globo ni LuzViMinda; while most shared was awarded to Airon Sire Adan for his entry "Brownout" which was originally shared 208 times. All special awardees will receive Php1,000 each.

All entries can be viewed on the MEBR4A's official Facebook page: <https://www.facebook.com/EMBR4A/>.