



Republic of the Philippines  
**Tourism Infrastructure & Enterprise Zone Authority**

**MEMORANDUM**

**TO :** THE MANAGER  
Administrative Services Department

**FROM :** The MANAGER  
Operations Department

**DATE :** November 09, 2021

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Endorsing the attached project proposal of Banaue Hotel and Youth Hostel for the 18 Day Campaign to Stop Violence against Women. The amount of Thirty Three Thousand One Hundred Twenty Five Pesos (P33,125.00) to be incurred will be attributed to GAD budget.

  
**Atty. MARIA TERESA C. ALVAREZ**



**TOURISM  
INFRASTRUCTURE AND  
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ZONE  
AUTHORITY**

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## PROJECT PROPOSAL

### NAME OF PROJECT:

18 Day Campaign to Stop Violence against Women

### RATIONALE:

The 18-Day Campaign to End Violence against Women (VAW) is observed annually from November 25 to December 12. The objective of this annual event is to raise awareness among all stakeholders that VAW is a public issue of national concern. It supports the Philippine Government's goal to protect the human rights of women and its commitment to address all forms of VAW.

Every year, women's groups from different regions of the world observe the period from November 25 to December 10 as the 16 Days of Activism Against Gender-Based Violence. It originated from the First Women's Global Leadership Institute sponsored by the Center for Women's Global Leadership in 1991. The campaign links November 25 (International Day against VAW) and December 10 (International Human Rights Day) to emphasize that VAW is a human rights violation.

The Philippine government has participated in this worldwide campaign to eliminate VAW since 2002. Recognizing that human trafficking is a form of VAW, Presidential Proclamation 1172 s. 2006 extended the national campaign to 18 days, to include December 12, a historic date that marked the start of opening for signature in year 2000 of the UN Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the UN Convention Against Transnational Organized Crime.

In 2016, the Inter-Agency Council on Violence against Women (IACVAWC) adopted the theme "VAW-free community starts with Me" for the 18-Day Campaign to End Violence Against Women (VAW). The Council also agreed that the said theme shall be used every year from 2016 to 2021.

The theme shifts the 18-Day Campaign To End VAW to positive advocacy as it enjoins everyone to pursue the common vision of a VAW-free community, and highlights what can be done to achieve such.

With the theme "VAW-free Community Starts with Me", this year's campaign gives emphasis on our continuous pursuit of achieving a VAW-free community through everyone's commitment and contributions to ending VAW.

The 2021 campaign approach is to make people understand VAW from the point of view of victim-survivors. It is hoped that such deeper understanding would ignite compassion from stakeholders, so that they would not commit, condone, or remain silent about VAW. For service providers, such compassion towards victim-survivors would encourage them to provide better services to their clients.



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It also shifts the campaign to positive advocacy despite this Covid 19 pandemic, to encourage the people to participate and commit to pursuing the common vision of a VAW-free community.

#### OBJECTIVES:

1. To spread awareness in the community, and to remind everyone, that despite of the crisis that the world is facing today, Covid 19 Pandemic, we still need to be aware of the campaign to end Violence against Women and Children.
2. To be part of TIEZA' GAD Advocacies.
3. Participate in the international and national campaign to stop violence against women.

#### PROPOSED ACTIVITIES:

For this Year 2021, there will be No face to face activities/ events. Since it is against the IATF guidelines for the Management of Immerging Infectious Disease. Aside from posting campaign materials on VAWC at our official Facebook page and employees' personal social media account, we will be distributing Two (2) pieces Carrot Cake and Two (2) Packs Cookies as Tokens/ give away for the said campaign and at the same time, as promotion to our very own BHYH pastries to every Frontlines of Banaue, Ifugao and nearby municipalities like Hingyon and Lagawe. There are 10 Checkpoints and 3 RHU's that we are targeting to be given such token. We will also be having a Health and Wellness Fitness. A taebo fitness exercise every Fridays (Nov. 6, Dec. 6 and Dec. 10, 2021) during the 18 day campaign will be conducted. We will be inviting one of the taebo instructor. After every taebo, snacks will be served. During the distribution of tokens and the taebo fitness exercise, will make sure that health protocols and physical distancing is strictly observed.

#### BUDGET:

2 Pcs. Tarpaulin @ P900.00/ pc	P 1,800.00
50pcs. Carrot cake * P125.00/pc	P 6,250.00
80packs Cookies * P45.00/pack	P 4,000.00
3 Sessions Taebo Fitness * P1, 500.00	P 4,500.00
65pax Snacks * P85.00 * 3 Sessions Taebo Fitness	P16, 575.00
<b>TOTAL</b>	<b>P33, 125.00</b>

*\*To be attributed to GAD Budget.*

Prepared By:

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Sales and Marketing Officer

Noted By:

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