

# Memorandum

TO : ALL PERSONNEL  
FROM : THE ADMINISTRATOR  
SUBJECT : NATIONAL WOMEN'S MONTH CELEBRATION (NWMC)  
DATE : 26 FEBRUARY 2024

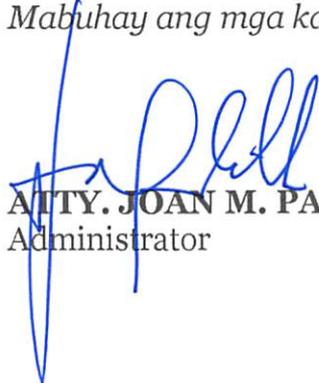
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In line with the National Women's Month Celebration (NWMC), all are required to wear the purple advocacy shirts on all Fridays of March. Those working from home on Fridays, however, are required to wear the purple shirts on Thursdays.

Attached is the Guide for the 2024 National Women's Month Celebration contained in the Philippine Commission on Women (PCW) MC 2024-02.

Let us continue to support women empowerment and gender equality.

*Mabuhay ang mga kababaihan!* Happy Women's Month!



ATTY. JOAN M. PADILLA  
Administrator

## MEMORANDUM CIRCULAR NO. 2024-02

**TO:** Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges, Government-Owned and/or -Controlled Corporations, Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of the National Government, Local Government Units, and All Others Concerned

**SUBJECT:** **Guide for the 2024 National Women's Month Celebration**

**DATE:** February 2, 2024

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### 1.0 Purpose

This Memorandum Circular is issued to guide stakeholders in their preparation and conduct of the National Women's Month Celebration (NWMC) in March 2024. The sections include:

- Background of the National Women's Month Celebration and its legal bases;
- Campaign Objectives;
- Recurring theme for 2023 to 2028;
- Focus for the 2024 NWMC Campaign;
- Suggested Activities for Stakeholders;
- PCW-organized NWMC activities;
- Observance of Health and Safety Protocols and Conducting Peaceful and Non-partisan activities;
- Use of Gender and Development (GAD) Budget; and
- Details for sending inquiries and feedback

### 2.0 Background and Policy Mandates

The Philippine Commission on Women (PCW) spearheads the annual NWMC dedicated to recognizing women and their invaluable contributions to nation-building. Emphasizing the imperative to safeguard, advocate for, and uphold women's rights, the NWMC aims to empower women to unleash their full potential and well-being, positioning them as active contributors to the nation's progress. Moreover, this annual event aligns with the global observance of International Women's Day (IWD).

The following issuances serve as the legal bases for the NWMC:

- **Proclamation No. 224, s. of 1988**, declaring the first week of March each year as **Women's Week** and **March 8** as **Women's Rights and International Peace Day**;

- **Proclamation No. 227, s. of 1988**, providing for the observance of the Month of **March as Women’s Role in History Month**; and
- **Republic Act No. 6949 (1990)**, declaring March 8 of every year as National Women’s Day.

In addition, the country also celebrates the **Girl Child Week** and the **Women with Disabilities Day** within the NWMC in accordance with the following:

- **Proclamation No. 759, s. of 1996** - Declaring every **fourth week of March** as the **Protection and Gender-Fair Treatment of the Girl Child Week**. This underscores the necessity to afford every girl under the age of 18 equal opportunities and sufficient protection, preparing her for a role in community development.
- **Proclamation No. 744, s. of 2004** – Declaring the **last Monday of March** of every year as **Women with Disabilities Day** to advocate for the safeguarding and integration of women with disabilities into society, ensuring they receive equal rights in legal matters and across all facets of human pursuits.

### **3.0 Multi-year Theme and Objectives**

The 2024 National Women’s Month Celebration aims to capitalize on the recurring theme **"WE for gender equality and inclusive society,"** introduced in 2023. This theme, launched to renew commitment to the advocacy, builds upon the accomplishments under the 2016-2022 theme, "WE Make CHANGE Work for Women." The earlier theme stressed the importance of compassionate and harmonized networks towards gender equality and women’s empowerment (GEWE).

The banner for this annual campaign is both a positive affirmation and a call to action. It is a testament to the milestones achieved in closing gender gaps in the country and in gathering more support to the advocacy. In the 2023 Global Gender Gap Index (GGGI) Report by the World Economic Forum (WEF), the Philippines maintains its status as the leading Asian country in narrowing the gender gap. The country has attained 79.1 percent gender parity, securing the 16th position out of 146 countries globally—a rise of three places from its previous ranking. In the East Asia and the Pacific region, the Philippines holds the second spot among its neighboring countries, trailing only behind New Zealand. Notably, it stands as the sole Asian nation within the top twenty, with Singapore following at the 49th position. The Global Gender Gap Index evaluates gender equality and progress across four crucial dimensions: Economic Participation and Opportunity, Educational Attainment, Political Empowerment, and Health and Survival.

The recurring theme also aligns with the Philippine Development Plan 2023-2028, which aims for “deep economic and social transformation to reinvigorate job creation and accelerate poverty reduction by steering the economy back on a high-growth path.” This plan also highlights that

growth must be inclusive, building an environment that provides equal opportunities to all Filipinos and equipping them with skills to participate fully in an innovative and globally competitive economy.

***Elements of the theme:***

- **WE** represents **Women and Everyone**, highlighting the collective responsibility for gender equality, not solely resting on women but involving everyone. **WE** also symbolizes **Women's Empowerment**, a goal achievable when various entities, ranging from agencies and institutions to private partners and duty-bearers at national and local levels, ensure women equal rights and opportunities. The active participation of women in seizing these opportunities is also essential. Through the collaborative efforts of women and everyone, achieving gender equality becomes a tangible possibility.
- **Gender Equality** constitutes the first component of the Gender Equality and Women's Empowerment (GEWE) advocacy, representing the fundamental goal in advancing women's rights. The theme underscores the need for accelerated action to intensify efforts toward this crucial aspiration. According to the Global Gender Gap Report, progress is slow, with the global gender gap closing at only 68.4%. At this rate, achieving complete parity would require 131 years. It must also be noted that no country has yet attained full gender parity.

Despite this extended timeline, the struggle for gender equality today is an investment in a more inclusive and improved future, even if the complete realization may extend beyond our current generations. The phrase gender equality is also preceded by the word "for", signifying our call to women and everyone to advocate for, take action on, and promote equality and inclusivity.

- **Inclusive society** goes beyond a gender-responsive approach; it champions a society that surpasses the distinctions in SOGIE, class, ability, generation, status, and culture. It envisions a society where every individual, each endowed with rights and responsibilities, plays an active role. Equality and inclusion are interwoven elements of the GEWE advocacy, emphasizing the importance of fostering a society that embraces and celebrates diversity.

***Objectives:***

Agencies at the national and local levels, as well as other stakeholders, shall be guided by the following general objectives in planning their NWMC 2024 activities:

- Inform and engage women and everyone in pushing for the transformation of gender norms and culture towards an inclusive society;
- Highlight the collaborative efforts of government agencies and the private sector in addressing poverty and strengthening financial institutions to bridge gender gaps, advocating for social protection systems, and enhancing access to public services and sustainable infrastructure for women and girls;
- Provide platforms to share good practices and address gaps, challenges, and commitments in pursuing gender and development (GAD), further

strengthening the implementation of the Magna Carta of Women toward its milestone 15th year this 2024;

- Inspire women and girls to empower themselves and take on leadership roles, opportunities, and benefits toward maximizing their full potential and enabling them to reap the fruits of gender equality;
- Promote a society that ensures inclusion, protection of fundamental freedoms, diversity, and social justice, in which every individual, each with rights and responsibilities, is capacitated and encouraged to take an active role in playing.

#### **4.0 Focus for the 2024 National Women's Month Celebration**

Grounded on the objective of transforming culture toward a more equal and inclusive future, the 2024 NWMC bears the sub-theme, "**Lipunang Patas sa Bagong Pilipinas; Kakayahan ng Kababaihan, Patutunayan!**" It echoes the target outcomes of Chapter 15 in the Updated Gender Equality and Women's Empowerment Plan 2019-2025 towards transforming gender norms and culture.

With "Lipunang Patas sa Bagong Pilipinas," the 2024 sub-theme calls for a Bagong Pilipinas where women are given equitable opportunities and not hindered by gender biases and discriminatory stereotypes. "Kakayahan ng Kababaihan, Patutunayan!," aims to showcase and harness the full potentials of women and girls in actively engaging in and reaping the benefits of national growth and development. However, achieving this requires an enabling environment free from discriminatory values, stereotypes, beliefs, treatment, and portrayal of women and girls across family, religion, education, sports, media, and other relevant institutions. The vision extends to government agencies and institutions incorporating gender mainstreaming in the bureaucracy, men joining the cause for equality, and establishing a legal framework that supports the protection of marginalized groups of women, including the girl child, persons with disabilities, Indigenous Peoples, Muslims, and those with diverse Sexual Orientation, Gender Identity, and Expression (SOGIE).

#### **5.0 Suggested Activities**

PCW urges government agencies, non-government organizations, sectoral groups, private entities, civil society organizations, and various stakeholders at national, regional, and local levels to organize meaningful and pertinent activities aligning with the overarching theme and sub-theme of the 2024 National Women's Month Celebration (NWMC) and the Gender and Development (GAD) objectives. Possible activities may include:

**5.1 NWMC-themed Flag Raising Ceremony** – Government agencies and local government units are encouraged to incorporate National Women's Month Celebration (NWMC) announcements, reminders, messages, and activities during their respective Flag Raising Ceremonies in the last week of February and the first week of March (or other applicable dates). The use of the All-Women Cast Lupang Hinirang Video in NWMC events is strongly

advised. The music video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.

**5.2 For GAD Focal Point System (GFPS) Members** - Members of the GFPS in agencies mandated to empower women and girls through initiatives addressing poverty, strengthening institutions, financing with a gender perspective, promoting social protection systems, access to public services, and sustainable infrastructure for gender equality, are invited to attend the onsite event on International Women's Day (March 8). This is an event to be conducted in collaboration with UN Women and SM Supermalls. ***Updates with specific details about agency participation will be posted on the National Women's Month Celebration (NWMC) webpage.***

**5.3 GAD Forum / GAD Agenda Setting** - Government agencies and local government units (LGUs) can hold onsite, virtual, or hybrid activities addressing gender issues within their purview, aligned with their respective mandates. These initiatives can involve tackling gender-related challenges and assessing internal concerns that require prompt attention. Through GAD Agenda Setting, agencies and LGUs can engage in reflection on their own Gender and Development (GAD) journey, strategically planning future initiatives to foster gender-responsive governance. This approach aims to contribute to the well-being of their clients/constituents and internal stakeholders.

**5.4 #GADtoKnow** – Agencies and LGUs can create, circulate, and/or disseminate information materials (both online and in print) that highlight their roster of gender-responsive programs and services catering to women. These materials can also outline simplified steps and requirements for women to access these services. Additionally, participating agencies and stakeholders are encouraged to generate and distribute various Information, Education, and Communication (IEC) materials pertaining to the National Women's Month Celebration and relevant women-related laws. Agencies can access information materials at <https://library.pcw.gov.ph>.

**5.5 Kakayahan ng Kababaihan, Patutunayan!** Together, we say, women can and women will!. Let's redefine gender narratives by organizing interactive activities that open discussions about gender equality, challenge stereotypes, and promote cultural shifts. Stakeholders could invite knowledgeable speakers, including gender experts and advocates, to share insights on breaking down societal norms and cultivating a more inclusive culture. Workshops, onsite or online, could also include activities that encourage participants to reflect on their own biases and engage in dialogue about how to collectively create positive change by taking concrete actions. This hands-on approach not only raises awareness but also actively involves stakeholders in the process of transforming gender and social norms during the celebration.

**5.6 Twenty Years of Republic Act 9262: Looking back and looking forward.** Year 2024 marks the twentieth year since the passage of Republic Act 9262, also known as the Anti-Violence Against Women and Their Children (VAWC) Act. A landmark legislation in the Philippines, it aims to address and

prevent domestic violence against women and children. In commemoration of its passage on March 8, 2004, agencies, especially with mandates relative to addressing VAW, can conduct activities that aim to look back at the significant strides in the country's commitment to safeguarding the rights and well-being of women and children through this law. They can also evaluate the gaps and challenges in implementing the law and formulate ways to strengthen measures to combat various forms of VAW.

**5.7 2024 NWMC banner of support.** Show that you are for gender equality and inclusive society! Exhibit the National Women's Month Celebration banner prominently in front of your offices, landmarks, and other designated areas. In addition, upload the digital version to your agency's or organization's official website and social media accounts.

**5.8 #PurpleFridays or #PurpleYourIcon.** Don anything in the color purple every Friday throughout March to symbolize solidarity with women's empowerment and gender equality. Additionally, consider illuminating or adorning offices or landmarks with purple elements as a tribute to women and their impactful contributions to society. This gesture serves not only as a celebration but also as a catalyst for conversations surrounding the National Women's Month Celebration.

**5.9 Musika ng Kababaihan Fridays (#MNKFriday).** Tune into gender equality with melodies and harmony! Share the songs from the MusikJuana Songwriting Contest and other PCW advocacy tunes within office spaces, public and private establishments, parks, and across social media platforms every Friday throughout March. Get these hymns of women's empowerment: <https://library.pcw.gov.ph/search/?q=musikjuana>.

**5.10 Offer your own "Serbisyo para kay Juana".** Public and private entities delivering direct services, transactions, and products to the public have the option to extend gestures of appreciation to women and girls on International Women's Day (March 8) and/or other dates in March. These tokens may include freebies, discounts, special lanes, and other promotions as a tribute during this special month of celebration. Moreover, government agencies and private organizations, especially those involved in addressing poverty, in finance, social protection measures, access to public services, and sustainable infrastructure, can organize caravans, fairs, or similar activities. These events can serve as platforms to disseminate information about their efforts and initiatives aimed at empowering women in these aspects. Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW's list for announcements are requested to fill out the form on the NWMC webpage.

**5.11 Coordination with regional and local GAD mechanisms.** Coordination with Regional GAD Councils aims to facilitate inter-agency activities focused on enhancing the implementation and monitoring of key legislations such as the Magna Carta of Women, as well as other laws pertaining to women's rights and Gender and Development. By fostering cooperation at both regional and local levels, these initiatives contribute to a more comprehensive

and effective approach in advancing gender equality and empowering women within their respective areas.

**5.12 Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration.** Everyone is encouraged to join the Girl Child Week, observed every fourth week of March, which is led by the Council for the Welfare of Children (CWC), as well as the Women with Disabilities Day celebration spearheaded annually by the National Council on Disability Affairs (NCDA).

**5.13 Use the official collateral designs released by PCW.** Stakeholders are encouraged to utilize the official branding design released by the PCW for the 2024 National Women's Month Celebration (NWMC). The branding guide, standard banner, and sample collateral designs are available for download at the NWMC webpage.

**5.14 Use the official hashtag: #WEcanbeEquALL.** Generating support for the cause, the online campaign aims to demonstrate our hope that #WEcanbeEquALL. This hashtag encourages women and everyone (WE) to advocate for equality and inclusivity, emphasizing the importance that ALL individuals, irrespective of gender, ability, status, or situation, are treated with respect and granted their rights. Participants are invited to use this hashtag not only to express their dedication but also to share their commitments and action plans in promoting gender equality and advancing an inclusive society.

**5.15 Support PCW's online advocacy.** Leverage the full potential of the digital sphere by amplifying the advocacy online, promoting PCW's official social media accounts, and crafting NWMC campaigns tailored to individual agencies. Use the 2024 NWMC Advocacy Profile Photo and Background, along with other online resources such as the sticker pack, collaterals, and story frames. Participants are encouraged to showcase their activities in the virtual space and actively engage in the online conversation using the hashtag #WEcanbeEquALL.

**5.16 Be featured in the NWMC Calendar of Activities and Activity Photos.** The PCW strongly encourages agencies with planned activities to share the details with the Commission, so their events can be featured in the NWMC Calendar of Activities. Moreover, agencies can submit photos of their activities for potential posting on PCW's Facebook page, subject to review and adherence to deadlines. Submission of activity lineups and photos can be done through the links available on the NWMC webpage.

## **6.0 PCW-Organized Activities**

Stakeholders are enjoined to participate or support the activities organized by the PCW in time for the 2024 NWMC.

### **6.1 International Women's Day Celebration: Investing in Equality toward Gender-Inclusive Prosperity**

In celebration of International Women's Day (IWD) on March 8, 2024, the Philippine Commission on Women, SM Supermalls, and UN Women will lead

conversations anchored in the IWD theme “*Invest in women: Accelerate progress*”. The focus will be on addressing poverty and strengthening institutions and financing through a gender perspective. The session will delve into crucial topics such as financing with a gender lens and the outcomes of Gender and Development (GAD) budget initiatives. Esteemed panelists from different key government agencies will provide valuable insights. The session will also highlight the various initiatives of the United Nations agencies and development partners in accelerating progress through empowering and enabling women, in line with the relevant Sustainable Development Goals. Another discussion will spotlight the important role of technology in advancing women’s empowerment, particularly for entrepreneurs, and how businesses can leverage technology to bridge gender gaps and promote social change. From corporate social responsibility initiatives to sustainable business practices, the discussion aims to shed light on the multifaceted ways in which the private sector can act as catalysts for poverty alleviation and institution-building. Another session will zero in on gender-inclusive financing and exploring ways to combat poverty through technology, with a specific emphasis on finance technology and ICT.

## **6.2 Launching of the radio plugs development on transforming gender norms**

Dedicated to cultivating a culture of gender equality, the PCW intends to harness the power and influence of radio to connect with audiences. To be teased during the NWMC 2024, these radio plugs will endeavor to question and transform prevailing societal norms, prompting a transition toward a more inclusive and fair society. The radio plugs, concise but catchy, aim to spark conversations about the existing norms and how these can be changed.

## **6.3 #JuanaSays 2024**

Marking a decade since it was launched in 2015, #JuanaSays will feature daily inspirational statements from women who have made a significant impact, shattered stereotypes, and played a pivotal role in reshaping gender norms in various fields. Aligned with the International Women’s Day theme, this year’s #JuanaSays will also spotlight women who are at the forefront of initiatives aimed at narrowing gender disparities in finance. This includes their efforts in addressing poverty, providing financial education and technology, advocating for social protection systems, and improving access to public services and sustainable infrastructure for women and girls.

## **6.4 #WEcanbeEquALL**

Mobilizing support to the cause for gender equality, the online campaign aims to express our optimism that #WEcanbeEquALL. This hashtag inspires women and everyone (WE) to advocate for equality and inclusivity, ensuring that ALL, irrespective of gender, ability, status, or circumstances, receive due respect and rights. With our rallying banner #WEcanbeEquALL, the commitment is to leave no one behind. Participants are encouraged to use this hashtag to not only share their dedication but also outline their plans of action in the pursuit of gender equality and the establishment of an inclusive society.

## **6.5 2024 NWMC Sticker Pack**

The PCW will release a digital sticker pack designed for daily use, filled with uplifting messages centered around gender equality and women's empowerment. This innovative sticker pack serves as a powerful tool to infuse positivity into daily digital conversations while promoting essential values of equality and empowerment. Users can easily incorporate these expressive stickers into their daily interactions, fostering awareness and encouraging discussions on the crucial issues of gender parity. With a diverse range of positive messages, PCW's digital sticker pack aims to make a meaningful impact by fostering a culture of inclusivity and respect in the digital realm, one sticker at a time.

## **7.0 Observance of Health and Safety Protocols and Conducting Peaceful and Non-partisan activities**

The PCW reminds all stakeholders to observe relevant health and safety protocols in conducting physical gatherings in their respective areas. The annual celebration of the National Women's Month is also a peaceful and non-partisan activity. To maintain the focus on the advocacy, please refrain from using PCW-produced materials for partisan political activities.

## **8.0 Use of the Gender and Development Budget**

The PCW organizes the NWMC, an annual advocacy event, in accordance with existing legal and GAD mandates. This initiative aims to raise public awareness about women's issues and acknowledge the crucial role of women in society. Government offices can allocate expenses for the annual NWMC from their GAD Budget and include them in their GAD Accomplishment Reports. However, this is contingent upon ensuring that the activities align with the theme, objectives, and focus area outlined in PCW's guidelines and fall within the mandate of the implementing government agency.

This circular does not intend to modify established policies in GAD Planning and Budgeting, procurement, auditing, and financial and administrative-related policies set by relevant oversight agencies.

## **9.0 Additional Information and Inquiries**

Stakeholders are advised to visit this link for more information, downloadable collateral designs, and updates about the 2024 NWMC:

**<https://pcw.gov.ph/2024-national-womens-month-celebration/>**

Announcements are also posted on PCW's official social media pages:

**<https://www.facebook.com/PCWgovph>**  
**<https://twitter.com/PCWgovph>**  
**<https://www.instagram.com/pcwgovph/>**

Advocates can also join the Philippine Commission on Women's Viber Channel for the latest updates:

**<https://bit.ly/pcwgovphviber>**

For further questions and clarifications, stakeholders may contact PCW's Corporate Affairs and Information Resource Management Division through Trunk Line: (02) 8735-1654, local 131 or 121, Direct Line: (02) 8352-5372 (*Ms. Nevicshky Calma and Mr. Ann Jun Magnaye*) or email: [womensmonth@pcw.gov.ph](mailto:womensmonth@pcw.gov.ph) and [media@pcw.gov.ph](mailto:media@pcw.gov.ph).

**10.0 For guidance and appropriate action.**



**ATTY. KHAY ANN C. MAGUNDAYAO-BORLADO**  
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