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MEMORANDUM FROM THE SECRETARY

SEP 21 2010

TO : ALL DENR REGIONAL EXECUTIVE DIRECTORS
ALL EMB REGIONAL DIRECTORS

SUBJECT: TEMPLATE FOR THE ADOPT-AN-ESTERO PROGRAM

Pursuant to the massive campaign of the Department on water quality management, particularly the cleaning-up of creeks and *estero*, please find attached template/guide notes for partner donors. This template consists of guide note which defines the role of the donor-participant in the Adopt-an-Estero Program, blue print, and a generic Memorandum of Agreement.

You may use the attached document in your respective Regions in entering into a partnership with private sectors.

For your guidance.

RAMON J. P. PAJE



REPUBLIC OF THE PHILIPPINES
DEPARTMENT OF ENVIRONMENT
AND NATURAL RESOURCES



SENRO29486

MEMO NO. 475

Let's Go Green

Adopt-an- Estero in Metro Manila
A Public, Private and Community Partnership

TEMPLATE/GUIDE NOTES FOR PARTNER DONORS

(This draft template is part of the over-all Adopt-an- Estero Program Comprehensive Plan which is being developed by the DENR)

This guidenote defines the role of the donor-participants in the **Adopt-an- Estero** Program in Metro Manila. It also presents other issues related to the sustainability of the Program.

The **Adopt-an- Estero Program** is a collaborative undertaking between and among the Estero Community, Donor-Partner, Local Government Unit/s and the DENR. The Metro Manila Development Authority and other government agencies (e.g., DPWH, DOH) may also be invited to participate in this Program because of their flood control and disease prevention functions in Metro Manila.

A **Adopt-an- Estero** donor/partner may be a business establishment, an industry association, a non-government organization or any other group that volunteers to be a major actor in cleaning the esteros of Metro Manila. The donor may accept full undertaking in the clean up of a estero or may just provide equipment and manpower to do actual clean-up in partnership with the DENR and other donors.

Similar organizations may later venture into partnership with DENR and Local Government Units in cleaning esteros in cities and towns outside Metro Manila.

Most of the esteros in Metro Manila have reached a deteriorated condition which the communities, even with government's help, can no longer address effectively without help from others. Most of the esteros have become stagnant because of huge volume of silt, wastes and other debris and have become continuing threat to the health and safety of the estero communities. The occurrence of diseases like dengue, acute gastro-enteritis (AGE) and soil transmitted helminthiasis (STH) continues to affect the health of estero residents, particularly the children. Here is where the participation and help of donor partners become a critical factor in the estero clean up.

The goal of the Program therefore is to achieve a cleaner, safer and healthier metropolitan environment while its objectives can be summarized as follows:

1. Clean up the estero of wastes, debris and silt (as immediate activity and result) – starting October 2010 until all have been cleaned up during the next two years.
2. Mobilize the estero communities in cleaning the estero and enlist their active participation in actual clean up, and in and implementing and preparing plans to sustain a clean estero in the future years
3. Institutionalize good sanitation and solid wastes management practices among the estero communities through education and actual participation in the Program
4. Reduce incidence of water-related diseases and those associated with poor sanitation such as AGE, STH and dengue, particularly among children
5. Ensure unimpeded water flow, particularly during rainy season and thereby prevent/reduce incidence of flooding and risks to lives and properties.
6. Reduce pollution loading to the rivers and to Manila Bay

7. Institutionalize public-private-community partnership in environmental and sanitation improvement undertakings (among the national and local government offices, business, NGO's and communities)

It has to be emphasized that the *Adopt-an- Estero* Program cannot be implemented without the recognition by the estero communities that it is important and correct to clean the estero, and that their active and committed participation in this activity is just as important, if not more important, than the engagement of the other parties.

I. Information Needs and Pre-Implementation

A. Maps and Other Physical/Social Information

1. The DENR will prepare maps which show the esteros and their connectivities (upstream, midstream and downstream). A map (or component maps) will be given to the donor-partner as guide in planning clean-up work activities.
2. In addition to the maps, the DENR will provide the donor-partner information presented in II-A-2, below.

B. Adopting a Estero

1. From a list of priority esteros identified by the DENR, the donor-partner will pick up a estero to "adopt" as its area of responsibility. On its own, the donor-partner may decide to identify an estero, provided that estero has not been taken by or assigned to another donor partner.
2. For an estero that traverses fairly long and large areas, a donor-partner may collaborate with other one or more donors. For example, a donor may "adopt" the upstream; another, the midstream, and a third one, the downstream part of the estero. Of course the donor may decide to "adopt" the whole stretch of the estero.
3. In doing the Adopt-an- Estero work, the upstream and midstream parts of the estero should be the priority in clean up. Clearing these parts will increase flow rates at the upstream and midstream and create push for the debris in the downstream part while the clean up for the latter is still to be started.

C. Memorandum of Agreement

1. The donor-partner will enter into an agreement with the DENR to help undertake estero clean-up. The Memorandum of Agreement (MOA) will spell out the roles, responsibilities and tasks of the donor-partner and the DENR in the clean up of a specific estero or a portion of it. This MOA is separate (but will complement) from the agreements that the DENR will enter with the a) LGU and the estero community and b) MMDA and other agencies (if necessary).
2. If more than one donor-partner is involved in the clean up of one estero, the delineation of responsibilities between two donors will only be on the

20

geographic coverage as guided by a map. Their clean up and organizational activities and tasks will be the same.

D. Organizing the Donor Adopt-an- Estero Team

1. The donor-partner will organize a team that will carry out its participation and activities in the Adopt-an- Estero Program. This will comprise of:
 - a) One Lead Person who will "supervise" the donor-partner team; spearhead work and activity coordination with DENR; and represent the donor in community mobilization (e.g., discussions/meetings with LGU, with purok leaders and estero households during the planning and implementation stages)
 - b) A Team that will actually handle the clean-up and community activities.
2. The donor-partner's team will coordinate with the DENR Adopt-an- Estero Program Implementation Team in all phases of the clean up activities (i.e., planning, actual clean up, etc, discussions with the estero communities).

II. Implementation Activities

A. Community Engagement

1. An estero community refers to a purok or a cluster of puroks in a barangay which is traversed by the same estero.
2. The following information should be known to the donor-partner (to be provided by the DENR):
 - a) Physical
 - 1) metes and bounds of the estero: where it starts and ends, as aided by a map provided by the DENR
 - 2) length of the estero
 - 3) depth of the estero, rainy season; dry season
 - 4) estimated volume of solid wastes at the start of the clean-up
 - 5) present uses of the estero
 - b) Social
 - 1) number of houses standing on the estero
 - 2) number of households in the estero community
 - 3) population of the estero community
 - 4) households with toilet; households without toilets
 - 5) incidence of acute gastro enteritis (AGE), dengue, soil transmitted helminthiasis (STH) to be secured from the nearest barangay health station/s
 - 6) people's organization/s in the area
 - 7) other information that may be useful to the donor
 - c) Political

- 1) Name/s of purok leader/s
 - 2) name/s of barangay captain/s who have jurisdiction over the area
 - 3) name/s of barangay kagawads in charge of environment, health and sanitation
 - 4) name/s of SP kagawad/s in charge of environment, health and sanitation
 - 5) presence of barangay ordinance on solid wastes and sanitation
- d) Infrastructure
- 1) presence of public or communal toilets and their status (e.g., working, not working; clean, very dirty)
 - 2) characterization of the toilets (in terms of make, and whether they have septic tanks; and types of septic tanks, if there are any)
- e) Business and Institutional Establishments
- 1) types and number of establishments in the estero community
 - 2) churches, schools
 - 3) Others – barangay health station, etc

B. Cleaning the Estero

1. The physical cleaning of the estero will be in three phases:
 - a) First Phase - "skimming" the surface of the estero which is actually removing the solid wastes or debris that impede water flow and create unsightly environment
 - b) Second phase – desilting the estero, using appropriate equipment and disposing the silt to authorized sites
 - c) Third phase – Introduction of interventions that will sustain the clean up of esteros. This may involve the construction of sanitation facilities like communal toilets
2. The actual clean up should involve the households near the estero. Involvement may just be in simple activities like helping in the preparation/ installation of equipment, clearing the way for the equipment and other activities that may be needed. This involvement, no matter how simple and menial, is part of the build-up of local ownership of the Adopt-an- Estero Project, meaning, it is the locals that actually do the clean-up.
3. Other important interventions are: a) short pep-talk on proper disposal of wastes, b) provision of garbage bins at locations where the LGU garbage collection service can pass

III. The Donor-Partner

A. Tasks and Responsibilities of the Donor Partner

1. Sign a MOA with DENR



2. Organize a Adopt-an- Estero Team
3. Participate in clean up planning sessions with the DENR, LGU and with the target estero communities
4. Join DENR and LGU in first visit to the purok and during planning sessions with the community. The DENR Team will include the team leader of the group that conducted the social survey in the area. His/her presence will bridge the initial (survey) work and the future work to be undertaken in the Adopt-an- Estero Program.
5. Prepare a comprehensive Clean Up Plan for the "adopted estero", based on discussions with the DENR Adopt-an- Estero Program Implementation Team; maps and information provided by the DENR; and on other information that the donor may have gathered by itself.
6. Provide resources (equipment, personnel, funds, time) to carry out the comprehensive clean up plan.
7. Set up a Monitoring and Evaluation System to determine progressively the accomplishments vis-à-vis the plan and be able to effect corrective/ enhancement actions

B. Services of the Donor-Partner

1. Skimming or clearing the estero of solid wastes/debris
2. Actual dredging or de-silting of the estero
3. Teaching the estero community on the objectives of the Adopt-an- Estero Program, how clean-up is done and what happens when an activity is done (e.g., dredging) as well as on waste segregation and waste composting (together with DENR or volunteer NGO'S)

C. Other Services or Undertaking of the Donor-Partner

1. The Donor-Partner may also consider addressing or undertaking other issues such as those in IV, below.
2. Undertaking such necessary activities like construction of toilets and provision of garbage bins may be done in collaboration with other donors and with the LGU, with the coordinative assistance by the DENR and other agencies.

IV. OTHER ISSUES

A. TOILETS

1. The objectives of cleaning the estero go beyond clearing it with solid wastes and silt. The estero water should gradually experience reduction in pollution loading, particularly from human excreta, and promote improved public health, particularly among children

2. In some cases, the construction of appropriately designed toilets and septic tanks can drastically reduce pollution loading to the estero, reduce the incidence of diarrhea and soil transmitted helminths.
3. A public or communal toilet should have:
 - Water supply
 - At least 5 rooms; 3 for women; 2 for men
 - Each room shall have a floor area of at least one and a half (1.5) square meters and height of at least two and a half (2.5) meters
 - Septic tank that has three (3) compartments, watertight and constructed of sound durable materials, not subject to excessive corrosion or decay.
 - Each tank shall be structurally designed to withstand all anticipated earth or other loads and shall be installed on a solid bed. Structural and hydraulic designs shall be in accordance with good engineering practice.
 - Septic tanks shall be located such that desludging equipment can have access to the opening manholes conveniently.
 - Septic tanks shall not be located under the building;
4. Problems in Constructing Toilet Along Esteros
 - 4.1. Lack of space or sufficient space. This will have to be studied by the DENR, in collaboration with the LGU and maybe, with the DPWH and DOH. The donor partner may also have ideas on how to address this thru appropriate engineering technologies
 - 4.2. Question of Land Ownership - The matter of relocation should not be a topic of discussion in implementing the Adopt-an- Estero Program. In all cases, this issue must be avoided and just concentrate on the task of cleaning the estero.
 - 4.3. High Cost of Construction - With the LGU Health and Engineering Offices, and with assistance from the DOH, the DENR will draw broad plans for communal toilets and make cost estimates for their construction and operation in accordance with the Code of Sanitation and the Plumbing Code.
5. Managing the Communal Toilet
 - 5.1. A system of operating and managing a communal toilet needs to be established by the estero community with technical assistance primarily from the LGU Health/Sanitation Office and sanitation NGO volunteers

1. It is possible that the Local Government Units may have planned programs similar or complementary to the Adopt-an- Estero Program. These, the DENR Program Implementation Team will gather to ensure non-duplication and to integrate those plans into the over-all Adopt-an- Estero Program.
2. The DENR Program Implementation Team will provide technical assistance to these LGUs that have already planned a Adopt-an- Estero project for a specific site.
3. If de-silting or dredging is not part of the LGU plan for a specific estero, the DENR will arrange the services of a donor-partner to undertake this activity.

E. CONTINUING EDUCATION AND BEHAVIORAL CHANGE COMMUNICATION

1. The DENR will develop and implement, together with LGU Health and Environment offices, a program on continuing education and behavioural change communication (BCC) aimed at sustaining the Adopt-an- Estero Program.
2. The message should focus on the relationship between a clean and flowing estero and the health and safety of the community, including simple flood control measures and disaster preparedness.
3. The education and BCC program should be implemented continuously for a period of at least two years. During these two years, the program should be able to develop a corp of environment/sanitation and disaster preparedness educators among the estero communities

V. MONITORING AND EVALUATION

1. As indicated in III-A.7, above, the donor-partner will establish its Monitoring and Evaluation (M & E) System to keep track of progress and aid it in effecting necessary changes.
2. All Adopt-an- Estero activities should be documented by activity reports (planning sessions, discussions with estero purok leader and communities, photographs, etc).
3. The DENR Adopt-an- Estero Program Implementation Team will likewise install and operate a M & E system which will include setting up a data base that will capture all Adopt-an- Estero sub-projects and activities, e.g., those undertaken by donor-partners, education/BCC activities, progress of implementation, problems and issues pertaining to implementation and the like.
4. A key objective of the M & E system is establishing performance indicators that will show and validate accomplishments and results (vis-à-vis the goals and objectives) in the short, medium and long term.

**Blue Print for the Adopt-an- Estero Program
A Public-Private-Community Partnership
(M1-August 2010)**

Concerns/Activities/Parties / Timelines	Action Person	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
PRE-IMPLEMENTATION													
Organizing the DENR Adopt-an- Estero Program Implementation Structure													
• Issuance of Special Order Creating Over-all Project Implementation Team	DENR Sec												
• Preparation of Comprehensive Implementation Plan	SCO- W. Ragos												
• Setting up Project Implementing Structure	SCO- W. Ragos												
• Allocating Budgets	SCO/ FMS/ EMB												
• Setting up Project Internal Implementation Systems	SCO- W. Ragos												
• Template for Donor Partners' Participation	SCO/EMB												
• Template for LGU Tasks and Responsibilities	SCO/EMB												
• Template for Tasks and Responsibilities of Other Agencies	SCO/EMB												
• Template for Tasks and Responsibilities of Estero Communities	SCO/EMB												
Preparing Tentative List of Esteros (with Updated Maps)	EMB NCR, with guidance from DENR Sec												
Preparing List of Possible Donor-Partners	DENR Sec, with inputs from EMB and LLDA												
Establishing Baseline Info (Target: 50 esterros, 10 in Months 1 and 2)	EMB NCR DENR NCR												
• Gathering/ Analyzing Maps	EMB NCR, with help from												

Concerns/Activities/Parties / Timelines	Action Person	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
	NAMRIA												
• Gathering Secondary Information (Social)	DENR NCR ERDS												
• Gathering Secondary Information (Physical)	EMB NCR												
• One Time Water Quality Sampling, to include fecal coliform	EMB NCR												
• Conduct of Perception Survey Among Estero Communities	DENR NCR ERDS												
• Report Characterizing the Estero Community	DENR NCR ERDS and EMB NCR												
Coordination and Agreements with Donor-Partners													
• Identification of Donor Partners	DENR Sec with inputs from EMB and LLDA												
• Coordination/ Briefing meetings with Donor Partners (With Maps and Other Physical/Social Information)	Lead: EMB Director, with EMB NCR RD and LLDA AGM. Sec may join some of these meetings												
Coordination and Agreements with Other Agencies (MMDA/ DPWH; DOH, Water Concessionaires)													
• Coordination/ Briefing and Agreements with MMDA, DPWH, DOH and other groups	Lead: EMB Director, with EMB NCR RD and LLDA AGM. Sec to join some of these meetings												
Coordination and Agreements with Local Government Units													
• Coordination and Discussions About the Adopt-an- Estero Program with Mayors (Individually or in Groups); Requesting Mayor to Organize a	Lead: EMB Director, with EMB NCR RD and LLDA AGM. Sec to join some of												

Concerns/Activities/Parties / Timelines	Action Person	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
Adopt-an- Estero Team and/or Designate Adopt-an- Estero Main Point Persons	<i>these meetings</i>												
• Establishing Contact Persons in the LGU (Health, Sanitation, Environment, Engineering)	Lead: EMB Director, with EMB NCR RD, SCO and LLDA AGM.												
• Briefing the Contact/ Point Persons	Lead: EMB Director, with EMB NCR RD, SCO and LLDA AGM.												
• Coordination and Discussion/Meeting with Barangay Captains Covering the Estero Communities	Area Coordinators												
• Coordination and Discussion Meeting with Purok Leaders Covering Estero Communities	Area Coordinators												
Memo of Agreements													
• Drafting of MOA	EMB Director/ AD												
• Signing of MOA between DENR and respective LGUs	Sec and Mayors												
• Signing of MOA between DENR and Barangay Captains	Sec and Mayors												
• Signing between DENR and Individual Donors	Sec and Mayors												
• Signing between DENR and MMDA (and with DPWH and concessionaires, if needed)	Sec and Heads of the other GA												
• Organizing Adopt-an- Estero Teams by Donors													
• Organizing Adopt-an- Estero Teams by LGU's													
• Organizing Adopt-an- Estero Team or Designating Point Persons by Other Agencies													

Concerns/Activities/Parties / Timelines	Action Person	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
IMPLEMENTATION													
Coordination for Actual Clean-Up													
<ul style="list-style-type: none"> Coordination with the Mayors on Clean Up Start 	EMB Director with Lead Person of Donor Partner												
<ul style="list-style-type: none"> Coordination with LGU Offices Concerned (City Health Office, Environment, Sanitation, Engineering) on Clean Up Start 	SCO, with Lead Person of Donor Partner												
<ul style="list-style-type: none"> Coordination with the Barangay Captains and Purok Leaders on Clean Up Start 	SCO, with Lead Person of Donor Partner and Perception Survey Area Team Leader (under NCR ERDS)												
Community Engagement													
<ul style="list-style-type: none"> Focused Group Discussion with Purok Leaders and Residents on Clean Up 	NCR ERDS with help from SCO and PAO												
<ul style="list-style-type: none"> Planning the Clean Up with the Purok 	SCO, with Lead Person of Donor Partner and Perception Survey Area Team Leader (under NCR ERDS)												
<ul style="list-style-type: none"> Role and Task Identification: Purok, DENR, Donor-Partners; LGU 	SCO, with Lead Person of Donor Partner and Perception Survey Area Team Leader (under NCR ERDS)												
Estero Clean Up													
<ul style="list-style-type: none"> First Phase - Removal of Wastes and Debris 	Donor Partner with												

Concerns/Activities/Parties / Timelines	Action Person	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
<i>(Sec to be present in first day of dredging, preferably with Mayor, Senior Officer of Donor, and Barangay Captain)</i>	assistance from DENR Area Coordinator, LGU Point Person; and Reps of Other Agencies. With Community Participation												
<ul style="list-style-type: none"> Dredging/De-silting <i>(Sec to be present in first day of dredging, preferably with Mayor, Senior Officer of Donor, and Barangay Captain)</i>	Donor Partner with assistance from DENR Area Coordinator, LGU Point Person; and Reps of Other Agencies. With Community Participation												
<ul style="list-style-type: none"> Planning Other Interventions 	SCO, with LGU, EMB, Donor-Partner, LLDA and estero community												
<ul style="list-style-type: none"> Evaluation of the First Phase by the Community 	SCO, with LGU, EMB, Donor-Partner, LLDA and estero community												
<ul style="list-style-type: none"> Evaluation of the Second Phase by the Community 	SCO, with LGU, EMB, Donor-Partner, LLDA and estero community												
<ul style="list-style-type: none"> Implementation of Other Interventions 	SCO, with LGU, EMB, Donor-Partner, LLDA and estero community												
Behavior Change Communication and													

Concerns/Activities/Parties / Timelines	Action Person	M 1	M 2	M 3	M 4	M 5	M 6	M 7	M 8	M 9	M 10	M 11	M 12
Social Marketing													
• Preparation Social Marketing and Behavior Change Communication Program and Strategies	DENR PAO, EMB EIED, NCR ERDS												
• Preparation of Information and Education Materials	EMB EIED with PAO												
• Information Dissemination	Area Coordinators												
• Focused Group Discussions With Estero Communities, esp. women	Area Coordinators												
Publicity													
• Press Releases on the Adopt-an- Estero Program	PAO												
• Photo/News - MOA Signing with LGU (Broadsheet and Tabloids; Radio and TV)	PAO												
• Photo/News - MOA Signing with Individual Donor-Partners	PAO												
• Photo/News - Actual Clean Up	PAO												
• Set Up E-Monitor of Adopt-an- Estero Program at DENR Lobby Showing Map and Esteros-in-Progress and Their Physical and Social Attributes; Include Name Donor-Partner	MISD/SCO												
MONITORING AND EVALUATION													
• Setting up Monitoring and Evaluation System, including Reporting and Documentation	SCO												
• Set up Data Base	SCO/MISD												
• Update Data Base	SCO/MISD												
• Setting Up Performance Indicators	SCO/EMB												
• Evaluation with Donors	SCO, EMB, LGU. <i>Sec to join</i>												