



Republic of the Philippines
Department of Education
NATIONAL CAPITAL REGION
SCHOOLS DIVISION OFFICE OF VALENZUELA CITY

Enclosure No. 1: Timeline Activities of EduTok
Division Memorandum No. _____ s. 2026

Timeline Activities of EduTok: UNESCO & ASEAN Spotlight Challenge: Discover, Create, Educate: UNESCO & ASEAN in 2 Minutes			
EduTok Activities	Date of Implementation	Venue or Platform	Person involved
Registration, promotion, and posting of EduTok videos, and Submission of EduTok Entries	January 30-February 22, 2026	Google Form and Official FB page	Participants and PMT
Finalization PMT meeting and screening for the top 5 entries per grade level	February 24, 2026	Polo National High School Conference Room	PMT and Host School
Final Evaluation and Selection of the Best EduTok Video Entries	February 27, 2026	Valenzuela School of Mathematics and Science High School Collaborative Room	Participants, PMT, and Host School



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**List of the Project Management Team on EduTok: UNESCO & ASEAN
Spotlight Challenge: Discover, Create, Educate UNESCO AND ASEAN
in 2 Minutes**

Name of EduTok PMT	School/ Offices	Position	PMT Designation /Function
Nevin Dadula	SDO- Valenzuela City SGOD	TA Staff II	Physical Arrangement
Anaclea Carlota S. Bernardo	SDO- Valenzuela City SGOD	Project Development Officer II	Registration
Ryan Paglinawan	Marulas Central School	Project Development Officer I	Technical Support Management
Hanelyn Leones	Dalandanan Elementary School	Project Development Officer I	Food Management
Jen Mark Roque	Serrano Elementary School	Project Development Officer I	Program Management
Aries Bueno	SDO- Valenzuela City SGOD	Administrative assistant II	Photo Documentation
Dr. Loreta L. Salvador	SDO- Valenzuela City-CID	Education Program Supervisor-VALUES ED	Judge and Evaluator
Noel E. Reyes	SDO- Valenzuela City-COSDS	Information Technology Officer I	Judge and Evaluator
Ma. Lourdes Sayman	Dalandanan National High School	Teacher III	Judge and Evaluator
Michelle D. Agupita	SDO- Valenzuela City SGOD	TA Staff II	Registration
Edwin C. Pineda	SDO- Valenzuela City SGOD	Senior Education Program Specialist	Overall program proponent



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**Enclosure No. 3: Program Matrix: Final Evaluation and Selection
 of the Best EduTok Video Entries**
Division Memorandum No. _____ s. 2026

Final Evaluation and Selection of the Best Edutok Video Entries for February 27, 2026 1:00 p.m. onwards VALMASCI Collaborative Room		
Time	Agenda and Activities	Key Person in Charge
12:00-1:00 p.m..	REGISTRATION/ arrival of participants	PMT
1:00-1:30 p.m..	<p>Opening Program: Acknowledgment of participants and guests</p> <p>Welcome Remarks</p> <p>Jaime S. de Vera Jr. School Principal- VALMASCI HS</p> <p>Statement of Purpose Activity</p> <p>Edwin C Pineda Senior Education Program Specialist -SM&N</p> <p>Special Message</p> <p>Dr. Baltazar M. Gayem Chief Education Supervisor- SGOD</p> <p>Ernest Joseph C. Cabrera Officer in Charge Office of the Assistant Schools Division Superintendent</p> <p>NOEL D. BAGANO Schools Division Superintendent</p>	PMT/ Master of Ceremony
1:30-2:30 p.m..	<p>Edutok: ASEAN/UNESCO Spotlight Challenge Elementary School finalists</p> <p>Video presentation and discussion</p> <p>Evaluators question and answer</p>	Master of the ceremony and Evaluators and Judge
2:30-2:40 p.m..	Health Break	PMT/ Master of the Ceremony



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2:40 -3:40 p.m..	Edutok: ASEAN/UNESCO Spotlight Challenge Secondary School finalists Video presentation and discussion Evaluators question and answer	Master of the ceremony and Evaluators and Judge
3:40-4:00 p.m..	Evaluators and Judge Winner Deliberations	PMT/ Evaluators and Judge
4:00-4:20 p.m..	Presentation of the Evaluation and Selection Results	PMT/ Master of Ceremony
4:20-4:30 p.m..	Open forum (Queries and Suggestions)	PMT/ Master of Ceremony
4:30-4:50 p.m..	Closing Program and awarding of Certificates	PMT/ Master of Ceremony



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Enclosure No. 4: EduTok Program Mechanics
Division Memorandum No. _____ s. 2026

**“EduTok Program Mechanics: UNESCO & ASEAN
Spotlight Challenge”**

Objective

- To raise awareness about UNESCO and ASEAN among learners and the community through creative, educational, and engaging TikTok videos.

Participants

- Open to all public and private school learners, educators, and youth organizations.
- Participants can submit individually or as a group (maximum of 3 members per group).

Theme

- “Theme: Discover, Create, Educate: UNESCO & ASEAN in 2 minutes.”

Content Guidelines

- Videos must focus on educating viewers about UNESCO programs, initiatives, or values, and/or ASEAN history, goals, or achievements.
- Creative approaches are encouraged (skits, animation, storytelling, infographics, music, or a combination).
- Maximum video length: **120 seconds** (2 minutes)
- Language: English or Filipino; subtitles recommended for accessibility.
- Content must be original and not violate copyright rules.

Submission Requirements

- Participants must submit:
 1. TikTok video file or link (unlisted or public) and sent through the designated Google form through this link:
<https://tinyurl.com/EduTokASEANUNESCO2025>



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Post the Edu TikTok video through this FB Group Page
<https://www.facebook.com/groups/1447572696740832>

2. Completed submission form with participant details, group name, video title, and brief description of the video.
 - o Deadline: February 23, 2026

Posting & Promotion

- o Participants are encouraged to share their videos on personal or school TikTok accounts and tag [prince edwin pineda] with hashtags #UNESCOawareness #ASEANknowledge #EduTok
- o The top 5 EduTok per grade level: UNESCO & ASEAN Spotlight videos with the largest number of hearts at the end of the promotional period (January 26, 2026- February 23, 2026) will be subject to the final selection and evaluation process on February 27, 2026, at the VALMASCI collaborative room.
- o The organizing committee may feature selected videos on official platforms for wider reach after the final top 3 declared winners of the said challenge contest.

Criteria for Evaluation

Criteria	Description/ indicators	Weight
Content Accuracy	Information about UNESCO or ASEAN is correct, relevant, and well-researched.	30%
Creativity & Engagement	Originality, use of storytelling, visuals, music, and audience engagement.	25%
Clarity & Comprehensibility	Ideas are clearly presented, easy to	20%



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	understand, and structured effectively.	
Technical Quality	Video clarity, sound, editing, and adherence to the TikTok format.	15%
Relevance to Theme	How well does the video reflect UNESCO/ASEAN education objectives?	10%
	Total	100 %

- Videos will be scored on a scale of **1-10** for each criterion.
- Winners will be recognized for **Best Content, Most Creative, and Best Overall Video**

School level	Prize	Cash prize
Elementary	1 st prize	3000-plus certificate
	2 nd prize	2000-plus certificate
	3 rd prize	1000-plus certificate
Secondary	1 st prize	3000-plus certificate
	2 nd prize	2000-plus certificate
	3 rd prize	1000-plus certificate
		12,000



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Enclosure No. 5: Step-by-Step Guide: Creating an EduTok
Division Memorandum No. _____ s. 2026

**Step-by-Step Guide: Creating an EduTok: UNESCO & ASEAN
Spotlight Challenge”**

Step 1: Choose Your Topic

- Pick a specific aspect of UNESCO (e.g., mission, programs, heritage sites, education initiatives) or ASEAN (e.g., history, member countries, goals, achievements).
- Focus on one main idea to keep your video clear and concise.

Step 2: Plan Your Video

- Draft a short script or storyboard. Even 60 seconds needs structure:
 1. Hook: Grab attention in the first 5 seconds.
 2. Main Content: Present the key message clearly.
 3. Call to Action: Encourage viewers to learn more or share knowledge.
- Decide the format: skit, animation, voiceover, infographic, music-based, or combination.

Step 3: Create Engaging Visuals

- Use TikTok effects, filters, and transitions to make your video visually appealing.
- Include text overlays for important facts or terms.
- Ensure images, videos, or music are copyright-free or original.

Step 4: Record & Edit

- Use a quiet space with good lighting for recording.
- Speak clearly and maintain good energy.



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- Keep the video within 120 seconds.
- Use TikTok's editing tools to trim, add effects, captions, or music.

Step 5: Check Accuracy & Clarity

- Double-check all facts and information about UNESCO/ASEAN.
- Make sure your message is easy to understand, even for someone who knows little about the topic.

Step 6: Add Description & Hashtags

- Write a brief caption summarizing your video content.
- Use program hashtags:
 - #UNESCOAwareness
 - #ASEANKnowledge
 - #EduTikTok
- Tag the official program account if applicable.

Step 7: Submit Your Video

- Submit your video file or TikTok link along with the submission form (participant info, group name, short description).
<https://tinyurl.com/EdukTokASEANUNESCO2025>
- Post the Edu TikTok video through this FB Group Page
<https://www.facebook.com/groups/1447572696740832>
- Ensure submission is before the deadline.

Step 8: Share & Engage

- Encourage friends, classmates, or your school community to watch and share.
- Respond politely to comments and encourage discussion to maximize awareness impact.



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SDO Valenzuela City
 School Governance and Operations Division
 Social Mobilization and Networking Section



EduTok:
UNESCO & ASEAN
SPOTLIGHT
CHALLENGE!

REGISTER NOW!

<https://tinyurl.com/EduTokASEANUNESCO2025>

SCAN TO REGISTER



SGOD SOCIAL MOBILIZATION & NETWORKING SECTION



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Republic of the Philippines
Department of Education
OFFICE OF THE SECRETARY
EXTERNAL PARTNERSHIPS SERVICE

CO-EPS No.

s.2025

ICO-A-DM-0135-063025

MEMORANDUM

FOR : **ATTY. FATIMA LIPP D. PANONTONGAN**
Undersecretary and Chief-of-Staff

THROUGH : **GEORGINA ANN HERNANDEZ YANG**
Assistant Secretary for External Partnerships

FROM : **GRACIELA E. MENDOZA**
Director IV

SUBJECT : **COMPLETE STAFF WORK ON THE DOWNLOADING OF THE
ASEAN - UNESCO INFORMATION DRIVE PROGRAM
SUPPORT FUNDS**

DATE : July 9, 2025

Background

The Association of Southeast Asian Nations (ASEAN) and the United Nations (UN) are two regional and international organizations that serve as a platform for the Philippines to pursue its development and security agenda through diplomacy and cooperation or partnership with other states. As a Member State of both platforms, the Philippines is also expected to fulfill commitments to the two organizations as stated in their respective Charters.

The External Partnerships Service (EPS) annually downloads the ASEAN-UNESCO Information Drive Program Support Funds (PSF) to the Regional Offices of the Department of Education (DepEd) to encourage our counterparts in the field to conduct initiatives to promote and raise awareness on the ASEAN and the UN, including the UN Educational, Scientific, and Cultural Organization (UNESCO), and the SDGs. As we draw closer to the Philippine Chairmanship of ASEAN in 2026, and the deadline for the achievement of the UN Sustainable Development Goals in 2030, the EPS is committed to raise awareness on ASEAN and the UN to create a community where global citizenship, peace, cultural appreciation, civic consciousness, and collaborative initiatives will thrive.

This year, the ASEAN - UNESCO Information Drive (PSF) will be downloaded to the following eligible regions:

Category I (Receiving PHP 150,000)	Category II (Receiving PHP100,000)
Regional Offices who submitted Letters of Acceptance for the 2024 ASEAN-UNESCO Information Drive Funds and were able to submit their Utilization Reports.	Regional Offices who did not submit Letters of Acceptance and/or utilization reports for the 2024 ASEAN-UNESCO Information Drive Funds but were able to submit proposals for 2025.
<ul style="list-style-type: none"> - National Capital Region - Region I - Region II - Region III - Region IV-B - Region V - Region XI 	<ul style="list-style-type: none"> - CAR - Region VIII

Attached are the Guidelines on the downloading of the PSF for the reference of the eligible regions.

Clear Statement of Request and Recommended Action

In this regard, this Office respectfully submits this Complete Staff Work (CSW) for Your Honor's reference and approval. Attached herewith is the Briefer, Concept Note, Draft Guidelines, and Budget Estimate for the activity.

Should this CSW be found in order, we respectfully request Your Honor's signature on the front page of this cover memorandum. This is necessary to comply with the documentation requirements for the downloading of funds. Further coordination on this matter may be coursed to Ms. Hanna, Patricia M. Cortes (hanna.cortes@deped.gov.ph) cc: ico@deped.gov.ph and Ms. Maribeth S. Chua (maribeth.chua002@deped.gov.ph) via email or call the ICO at 8637-6462.

Attachments:

- Briefer*
- Concept Note*
- Draft Guidelines*
- Budget Estimate*





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INTERNATIONAL AND GOVERNMENT COOPERATION

GUIDELINES ON THE UTILIZATION OF THE DOWNLOADED FUNDS FOR THE ASEAN AND UNESCO INFORMATION DRIVE 2025

The following guidelines are hereby issued to eligible regions for the utilization of downloaded funds for the ASEAN and UNESCO Information Drive:

1. The RO is respectfully requested to conduct activities that shall raise awareness about the Association of Southeast Asian Nations (ASEAN) and United Nations Educational, Scientific and Cultural Organization (UNESCO) among learners and DepEd's teaching and non-teaching personnel. The total financial allocation depends on the Category under which the RO falls under, to be divided between activities for ASEAN and UNESCO. The RO that fall under Category I will receive PHP150,000 while ROs falling under Category II will receive PHP 100,000.
2. The distribution of funds from the RO to the Schools Division Offices (SDO) shall be at the discretion of the Regional Director. However, it is encouraged that areas with a known low level of awareness about ASEAN and UN be given priority. The International Cooperation Office of the Department of Education will provide technical assistance if necessary to ensure successful conduct of activities on ASEAN and UNESCO.
3. ROs (and SDOs) in coordination with the International Cooperation Office are encouraged to conduct at least one (1) activity at the local level that follows the themes set for the ASEAN Month and UN Day by the Department of Education. An official issuance on this matter will be disseminated at least two (2) months before the ASEAN Month and UN Day culmination date.
4. The funds shall be utilized by the Curriculum and Learning Management Division (CLMD) in the conduct of the activities, to ensure that the endeavor's substantive aspects are aligned with the learning competencies related to global citizenship, civic consciousness, and cultural appreciation.
5. Below are examples of activities that may be conducted using the downloaded funds:
 - a. Production and distribution of IEC materials on ASEAN and UN duly reviewed by the Curriculum and Learning Management Division of the Regional Office
 - b. Learning and engagement caravans
 - c. ASEAN/UNESCO knowledge advancement for teachers



G/F Alonzo Building, DepEd Complex, Meralco Avenue, Pasig City
Telephone Nos.: OD (02) 86367563; ICO (02) 86376463; Local Partnerships (02) 83688637; (02) 83688639; Email address: oaaseps@deped.gov.ph

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- d. Writeshop/Workshop on crafting ASEAN/UNESCO resources/materials for learners and teachers
 - e. Output-based activities that tap the multiple intelligences of the participants (art, music, writing, essay, debate, spoken poetry, etc.)
 - f. Cultural exhibit
 - g. Other relevant activities that may be deemed appropriate by the Regional Director
6. The downloaded funds may be used for the following:
- a. Rental of equipment and/or venue
 - b. Meals
 - c. Transportation
 - d. Board and lodging
 - e. Other expenses related to the conduct of the activity/ies
 - f. Printing/production of materials
7. For ROs and SDOs who plan to develop and create IEC materials on ASEAN and UNESCO, consultation must be conducted with the ICO prior to production and/or publication to validate the substance and content of the materials.
8. All expenses incurred in the activities are subject to usual auditing and accounting rules and regulations.
9. For monitoring and evaluation, a consolidated report of the activities conducted must be sent to the International Cooperation Office by email at ico@deped.gov.ph cc: Ms. Maribeth S. Chua (maribeth.chua@deped.gov.ph) and Ms. Hanna Patricia M. Cortes (hanna.cortes@deped.gov.ph) within the first quarter of the following year. The reporting template is enclosed.

For appropriate action. Thank you very much.