



Republic of the Philippines  
**National Electrification Administration**  
Quezon City

14 May 2009

**MEMORANDUM No. 2009-015**

To: **Board Presidents and General Managers  
All Electric Cooperatives (ECs)**

Subject: **Build-Up Activities for the International Convention on Rural  
Electrification (I-CORE)**

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This year in August, the Rural Electrification Program turns forty. It is jointly hailed as the NEA and the Electric Cooperatives (ECs) Grand Anniversary. Our journey of forty years has been very challenging but, fulfilling considering how much we have achieved. We have survived obstacles through our determination, commitment and strong partnership. Thus, it is deemed fitting that we celebrate, rekindle the past, share success stories, forge new partnerships and recommit our collective efforts to respond to new challenges ahead.

To make our fortieth year really meaningful and memorable, interesting activities have been lined-up that will require your active participation, the highlight of which is the conduct of the International Convention on Rural Electrification (I-CORE) to be held on August 3 and 4 at the SMX Convention Center in Pasay City.

In order to drum-up national interest and awareness in the rural electrification program, elicit wide participation of the ECs' member-consumers and ensure the successful conduct of the I-CORE, NEA, in consultation with the Regional Association Presidents together with PHILAIM agreed to simultaneously undertake build-up activities beginning middle of this month until the end of August. A copy of the activities is attached for your guidance.

We therefore enjoin all the ECs' Board and Management to fully participate and be counted in all identified undertakings to ensure meaningful participation to our 40<sup>th</sup> year anniversary. The Island/Regional Association Officers shall spearhead/serve as lead in the efforts within the region from commencement until culmination, while NEA, as your dependable partner, shall provide the necessary counterpart assistance.

Let us write our own part of history as we all celebrate this milestone of forty years with the main intention of furthering its noble objective of serving our people.

  
**EDITA S. BUENO**  
Administrator

NATIONAL ELECTRIFICATION  
ADMINISTRATION

IN REPLYING, P.L.C. CITE: #OR014689



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## BUILD-UP ACTIVITIES FOR I-CORE

<b>NATIONAL ACTIVITIES</b>		
1.	Brigada Electric Check "Safety and Reliability"	<p>Part of the Brigada Eskwela Program involving school teachers as partners in information dissemination campaign</p> <p>Program Schedule: May 18-23, 2009 Status: Memorandum of Agreement with the Department of Education (DepEd) was facilitated by NEA</p>
2.	Nationwide Launching of Greenlight@40	<p>Through "Tree Planting", as part of the social responsibility of ECs to member-consumers</p> <p>Program Schedule: June 19, 2009 Status: Memorandum of Agreement with the Department of Environment and Natural Resources (DENR)</p>
3.	Consumer Education Activity	<p>Story-telling to educate your member-consumers and the rural folks on the history of your EC, its impact to the community and your programs, including other information on energy and the environment, designed according to the level of understanding per group of participants</p> <p>Program Schedule: July 17, 2009 One day on Rural Electrification through the schools and community</p>
4.	Simultaneous One-Day Service Connections to Households by ECs	<p>To highlight the significance of the RE Program, its direct impact to those who need electric service most, and its strong influence over poverty alleviation.</p> <p>Program Schedule: Separate Notification</p>
<b>REGIONAL ACTIVITIES</b>		
1.	Multi-Sectoral Participation	<p>To involve other sectors in the community as partners in the advocacy program on electricity and environment "Safety and Reliability"</p> <p>Program Schedule: July 2009</p>
2.	Wearing of Green T-Shirts	<p>Wearing of Green T-Shirts (With Collar and Pocket, with the Greenlight@40 Logo)</p> <p>Schedule: Every Monday starting July until the end of August to dramatize Greenlight@40</p>
<b>ISLAND-WIDE ACTIVITIES</b>		
1.	Media and Radio Campaign	Starting July 2009