



Republic of the Philippines  
**Department of Education**  
 NATIONAL CAPITAL REGION

Advisory No. 391, s. 2023  
 October 11, 2023

In compliance with DepEd Order No. 8, s. 2013  
 This Advisory is issued not for endorsement per DO 28, s. 2001,  
 but only for the information of DepEd officials,  
 personnel/staff, as well as the concerned public.  
 (Visit [www.deped.gov.ph](http://www.deped.gov.ph))

**6th NATIONAL PEACETIVAL OF TALENTS AND VALTUES (VALUES & VIRTUES)**

The UNESCO Asia-Pacific Network for International and Peace Education (APNIEVE) - Philippines will hold the 6<sup>th</sup> National Peacetival of Talents and Valtues (Values and Virtues) with the theme “MATATAG: Cultivating Values and Peace Towards Sustainable Excellence” on November 25 and December 2, 2023.

The objectives of the activity are:

1. observe and commemorate Filipino Values Month by fostering the promotion of Good Manners and Right Conduct (GMRC), peace, and values education through various contest activities, utilizing the integration of Information and Communication Technology (ICT) to showcase the talents of our students; and
2. raise awareness among students about the significance of peace, values, and GMRC in shaping a more promising future.

Participation of learners teachers public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order (DO) No. 022, s. 2023 titled Implementing Guidelines on the School Calendar and Activities for the School Year 2023–2024 and DO 9, s. 2005 titled Instituting Measures to Increase Engaged Time-on-Task and Ensuring Compliance.

For more information, please contact:

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Doc. Ref. Code	RO-ORD-F001	Rev	00
Effectivity	01.26.23	Page	1 of 2



**UNESCO- Asia-Pacific Network for International and Values Education**

October 09, 2023

Dr. WILFREDO E. CABRAL  
Regional Director  
DepEd NCR

Director Cabral,

*Greetings of peace from APNIEVE-Philippines!*

This is to respectfully request for an advisory from your Office that *APNIEVE-Philippines* will have the **6<sup>th</sup> NATIONAL PEACETIVAL OF TALENTS AND VALTUES (VALUES AND VIRTUES) THEME: “MATATAG: Cultivating Values and Peace Towards Sustainable Excellence” on November 25 and December 02, 2023.**

The objective of this activity is to observe and commemorate Filipino Values Month by fostering the promotion of Good Manners and Right Conduct (GMRC), peace, and values education through various contest activities, utilizing the integration of Information and Communication Technology (ICT) to showcase the talents of our students. Furthermore, to raise awareness among students about the significance of peace, values, and GMRC in shaping a more promising future.

In this regard, we are seeking your endorsement to invite students and coaches from various public and private schools in your region to join this contest.

Attached herewith are the mechanics and criteria for the event.

Sincerely yours,

**Floyd G. Aquino, EDD.**  
National Contest Organizer

**Maria Lourdes Quisumbing-Baybay, PhD.**  
President  
APNIEVE-Philippines



**UNESCO- Asia-Pacific Network for International and Values Education**

**6<sup>th</sup> NATIONAL PEACETIVAL OF TALENTS AND VALTUES  
(VALUES AND VIRTUES)**

***THEME: MATATAG: Cultivating Values and Peace Towards Sustainable Excellence***

November 25 and December 02, 2023

**Rationale**

APNIEVE-Philippines empowers individuals and institutions in promoting the values of Peace, Human Rights, Democracy, and Sustainable Development. It establishes networks and partnerships with local and international institutions interested in values education. It recognizes the crucial role of education.

Aligned with this mission, the DepEd MATATAG initiative aims to intensify the values formation of learners in the curriculum and teaching, embedding a culture of peace to address basic education challenges (DM 25 S.2023) . The DepEd Order 13 s. 2023 adopts the National Learning Recovery Program (NLRP) in the Department of Education, prioritizing the socio-emotional needs of learners. Schools are encouraged to continuously assess the need for mental health intervention and psychosocial support, with strengthened referral systems to meet these needs. Comprehensive support services and professional development opportunities are provided to address the social and mental well-being of learners and school personnel.

According to Regional Memorandum 137. S. 2018, dated August 30, 2018, stated the Regional Observance of the Filipino values Month. Presidential Proclamation 479 dated October 24, 1994, stipulates that the Filipino Values Month strengthen the moral resources of the Filipino rooted in Filipino culture, values, and ideals that are pro-God, pro-people, pro-country, and pro-nature, and thereby mobilizing all Filipinos for nation-building through the practical exercise of human values in our daily lives as citizens and to awaken us all to the power of these values in achieving our individual and national goals;

WHEREAS, the promotion and engendering of a sustained Moral Recovery Program may be further facilitated through a vigorous and coordinated campaign measures actively participated in by all sectors of Filipino society;

WHEREAS, the celebration of Filipino Values Month regularly is a desirable and effective measure to create moral awakening and national consciousness on human values that are unique, genuine, and positively Filipino.

WHEREAS DepEd Memorandum No.177 s. 2017 stipulates that the observance of Filipino Values Month in November of Every school year starting 2017-2018 and thereafter.



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### Objectives:

To actively observe and commemorate Filipino Values Month by fostering the promotion of Good Manners and Right Conduct (GMRC), peace, and values education through various contest activities, utilizing the integration of Information and Communication Technology (ICT) to showcase the talents of our students. Furthermore, to raise awareness among students about the significance of peace, values, and GMRC in shaping a more promising future.

### General Guidelines

1. All participants, coaches and trainers must be recommended/endorsed by their respective school head and Schools Division Superintendent
2. Coaches and trainers must secure the parental consent from the parents of the contestants.
3. Strictly follow the guidelines, mechanics, and criteria for judging.
4. Send your entry to the contest designated email account.
5. Every contest is **free** of charge.
6. Only the contestants, teacher-trainer/coaches, school administrator/s and judges will be able to view and watch the virtual competition through Zoom
7. For more information, visit FB group **6<sup>th</sup> NATIONAL PEACETIVAL OF TALENTS AND VALTUES (VALUES AND VIRTUES)**

Contest	Date and Time	Level	Number of Participant/s	Number of Coach	Number of Trainer
<b>MaTIK(Mabuting Tao, Itatanghal Ko )</b>	<b>November 25, 2023 8:00 AM- Onwards</b>	Elementary (Grade 4 to 6)	1	1	1
		Junior High School	1	1	1
		Senior High School	1	1	1
<b>Infomercial Value Laden Contest</b>		Junior High School	1	1	1
		Senior High School	1	1	1
<b>MTV Jingle Contest</b>		Elementary	10 to 20	1	1
		Junior High School Level	10 to 20	1	1
		Senior High School Level	10 to 20	1	1



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<b>Book Cover Design</b>		Junior High/ Senior High School	1	1	1
<b>Sabayang Pagbigkas (Virtual Edition Recorded )</b>	<b>December 02, 2023 8:00 AM- Onwards</b>	Junior High	20 to 30	1	1
		Senior High School	20 to 30	1	1
<b>Values Tiktok Challenge (VT)</b>		Elementary (Grade 4 to 6)	5	1	1
		Junior High School	5	1	1
		Senior High School	5	1	1
		Teachers Level	5	1	1

**AWARDS**

- 1<sup>st</sup> Place - Certificates for the student, coach, trainer, school, and division office.
- 2<sup>nd</sup> Place – Certificates for the student, coach, trainer, school, and division office.
- 3<sup>rd</sup> Place - Certificates for the student, coach, trainer, school, and division office
- 4<sup>th</sup> to 10<sup>th</sup> place - Certificates for the student ,coach and trainer



## UNESCO- Asia-Pacific Network for International and Values Education

### GUIDELINES, MECHANICS, AND CRITERIA FOR JUDGING CONTEST

#### MaTIK(Mabuting Tao, Itatanghal Ko )

1. All participants must be bona fide students of a public and private Elementary, Junior, and Senior High school in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Research and select a character from the Bible, history, or contemporary society known for their good qualities, virtues, and positive impact on society. Consider characters with values that align with your own principles and those you can authentically portray.
4. Study your chosen character extensively. Read their biographies, writings, speeches, and historical context. Understand their beliefs, values, motivations, and the challenges they faced.
5. Record yourself portraying the character for a minimum of 3 minutes and a maximum of 5 minutes.
6. The decision of the Judges shall be final and non-appealable.
7. The MaTIK(Mabuting Tao, Itatanghal Ko) the recorded video and script must be sent on or before November 17, 2023 using [apnievematik@gmail.com](mailto:apnievematik@gmail.com). Upon sending your entry, please follow this format for you file name: Region\_Division\_School.  
Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL  
SUBJECT: MATIK2023\_Region\_Division\_School

#### Criteria for Judging

##### Content of Script (30%)

- This criterion assesses the quality and relevance of the script used in the impersonation. Is the script well-written, informative, and engaging, conveys the character's virtues, values, and historical significance?

**Characterization (30%)**-Characterization focuses on how authentically and convincingly the impersonator embodies the character. It includes aspects like mannerisms, speech, and behavior, convey the character's virtues, and how closely they resemble the historical or contemporary figure.

##### Costume and Props (20%)

- This criterion considers the visual aspects of the impersonation, including costume, accessories, and props. The impersonator's appearance and props are historically accurate and effectively enhance the portrayal. Impersonations pay attention to detail and successfully transport the audience to the character's time and place.

##### Creativity and Delivery (20%)

- Creativity and delivery evaluate the impersonator's ability to engage the audience and present the character in a unique and memorable ways. Creative approaches in how the character's virtues and values are communicated, as well as the overall impact on the audience.



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**INFOMERCIAL VALUE LADEN CONTEST**

1. All participants must be bona fide students of a public and private Junior and Senior High school in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Informercial entries could be in Tagalog or English. It must be at least 3 minutes and not exceed to 5 minutes.
4. Entry must capture values excerpted from RA 11476 GMRC and Values Education Act and the theme.
5. The decision of the Judges shall be final and non-appealable.
6. The INFORMERCIAL video must be sent on or before November 17,2023 using apnieveinformercial@gmail.com. Upon sending your entry, please follow this format for you file name: Region\_Division\_School.  
Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL  
SUBJECT: INFORMERCIAL2023\_Region\_Division\_School\_
7. The contest proper will be held on **November 25, 2023**, 8:00 AM onwards

**Criteria for Judging**

Content and Relevance to the theme 50%

Creativity and Originality - 30%

Production Quality (20%)

TOTAL: 100%



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**Values TikTok Challenge**

1. All participants must be bona fide students of a public and private Elementary, Junior, Senior High school, and teachers in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Each Group will create a video using the TikTok app with a time limit of 45-60 seconds. A one-point deduction for very exceeding second to the total score.
4. Each group will have a maximum of three (5) members.
5. The members can be composed of all males or females, or any combination thereof.
6. The TikTok dance number must have an accompaniment of any music which is related to the theme.
7. The use of appropriate sound and clothing is a must. No profanity, No inappropriate language, inappropriate skit/dance/appearance, No inappropriate gestures, and no vulgar words.
8. The use of costumes and props is allowed.
9. The recorded TikTok video must be sent on or before November 17, 2023, through [apnievetiktok@gmail.com](mailto:apnievetiktok@gmail.com). Upon sending your entry please follow this format , Region, Division\_School. Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL

SUBJECT: TIKTOK2023\_REGION\_DIVISION\_SCHOOL

10. The contest proper will be on **December 02, 2023, 8:00 AM onwards**.
11. The decision of the members of the board of judges is final and irrevocable.

**Criteria for Judging**

1. Relevance to the theme	40%
2. Creativity and Execution	30%
3. Message	20%
3. Transitions/Effects	10%
Total	100%





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**MTV JINGLE CONTEST**

1. All participants must be bona fide students of a public and private Elementary, Junior, Senior High school in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Minimum of participants is 10 and maximum of 20 including instrumentalist and others.
4. The jingle should be in English or Tagalog, it must be Original Music, and copying of tune or lyrics in an existing song is PROHIBITED. Use of language should subscribe to the standard rules of decency.
5. Each jingle must not exceed 4 minutes. Every exceeding minute corresponds to one (1) point deduction from the total score.
6. The Official Jingle entry must be in the form of music video (MTV) and must be anchored to the theme.
7. In doing the MTV, the contestants can use place and/or things which are related to their performance. In video editing, participants can use Adobe Premiere, Power Director, Sony Vegas, and the like
8. The recorded video must be sent on or before November 17, 2023, thru [apnievmv@gmail.com](mailto:apnievmv@gmail.com). Upon sending your entry, please follow this format:  
Region, Division\_School.  
Ex. R3\_Olongapo\_GORDON HEIGHTS NATIONAL HIGH SCHOOL  
SUBJECT: MTV2023\_REGION\_DIVISION\_SCHOOL
9. The contest proper will be on **November 25, 2023, 8:00 AM** -onwards.
10. The decision of the members of the board of judges is final and irrevocable.

**Criteria for Judging:**

- a. 50% creativity as to style and interpretation, subject/message/relevance to the theme, originality)
- b. 30 % Overall performance (includes vocal harmony, instrumentation, excellence, and tonality and total sound as a group)
- c. 20% Aesthetic appeal (overall concept, video technicalities)



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**Sabayang Pagbigkas**

1. All participants must be bona fide students of a public and private Junior, Senior High school in their respective division.
2. Contestants, coaches, and trainers must be duly endorsed by their respective superintendent using the Registration Form provided. Strictly ONE (1) representative per level to represent their division.
3. Minimum of participants is 20 and maximum of 30 members excluding props men, technical and the like.
4. There shall be one (1) contest piece. The contest piece shall be given three (3) weeks before the contest. The provided piece should be delivered within 7 to 10 minutes. This includes the group's entrance to and exit. If the performance exceeds the allotted time, a 1-point deduction from the total score will be made. **THERE WILL BE NO LIVE PERFORMANCE** during the event.
5. The use of lights, sounds, props, and other digital gadgets is allowed. Killing of animal/s and indecent movement is strictly prohibited. Any Use of language should subscribe to the standard rules of decency.
6. The contest proper will be on **December 2, 2023, 8:00 AM onwards**.
7. The decision of the members of the board of judges is final and irrevocable.

**Criteria for Judging**

- Interpretation (way the piece is internalized & presented) 30 %
- Delivery (quality of voice, fluency, pronunciation, blending & harmony) 30%
- Stage Presence (stage poise, eye contact & audience impact) 20%
- Costume & Sound Effects (attire is related to concept, sound production) 10%
- Mastery of Piece 10%



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**BOOK COVER DESIGN-MAKING CONTEST FOR VERBUM AGENDO**

**(WORDS IN ACTION)**

1. The contest is open to all regional public junior and senior high school students. There will be only one coach or trainer in the contest.
2. Submission of an entry is limited to only one (1) entry per participant. 1 entry per division.
4. Entries should be in digitized format
  - a) The raw file of the digital artwork should be drawn/ illustrated in A4 size using Adobe Photoshop. Submit the file in the following formats: 1) Flat jpeg format, minimum 300 pixels 2) Original raw file. The filename is your name and artwork title. Example:  
  
juandelacruz\_bookcoverdesign.jpeg, juandelacruz\_bookcoverdesign.tiff.
  - b) A brief description or rationale (not more than 300 words) explaining the components of the book cover also be included in the entry.
  - c) The book cover should not carry the name of the artist.
5. The design of the book cover should be in accordance with UNESCO APNIEVE Region 3 Verbum Agendo (words in action): A Compendium of Best Practices, Research, Instructional Materials and Teaching Strategies in Edukasyon sa Pagpapakatao
6. All entries must be sent to [apnieveregion3@gmail.com](mailto:apnieveregion3@gmail.com) on or before November 17,2023.
7. By entering the competition, the participants declare that the book cover submitted is their original work, has not been submitted to any other competition, and does not infringe on any third party's existing copyrights. Any complaints that may arise due to similarities, likeness, or comparison of the design would be the accountability of the participant and coach as they are responsible for proving its authenticity.
8. The contest proper will be on December 2,2023, 8 am onwards.
9. Criteria for Judging :
  - Concept/Relevance - 40%
  - Originality - 30%
  - Creativity and Impact - 30%





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**TECHNICAL COMMITTEE**

<b>Contest</b>	<b>Person in-Charge</b>
MaTIK(Mabuting Tao, Itatanghal Ko )	Mark Jay Sison Esperanza P. Yap Michael Hostalero Lovely Diosa D. Batnag
Values Tiktok Challenge	Ronely M. Vergara Rodelito D. Aramay Ma. Theresa S. Sison Sheela S. Fernandez
Informercial	Kintara Jane R. Perez Laarni Baribad Ricardo Tobias
Sabayang Pagbigkas	Alester D. Oca Joyce G. Ong Nickson Luneta Mariedel Repuesto
MTV Jingle Contest	Riogel L. Santiago Edwin Guanko II Eduardo Velasco Xim Jon Perol
Book Cover Contest	Mariedel Repuesto Naeimah Balanon Ressurecion R. Miranda
Certificates	Ferdie B. Labandia Grace Dela Cruz Rachel Amparo Elizabeth C. Sto. Domingo
Registration	Al Ahl B. Gonzales Veronica J. Cordova Shiena Mae S. Misa
Documentation	Donna B. Aquino Myanne Salo Windy D. Guiang Lurina Soria Efegenia B. Elejorde
Host/ Moderator	Levy Maristela Christopher O. Dumlao
Consultant	Ma Cynthia Yanga, PhD
Organizer/Proponent	Floyd G. Aquino, EdD



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