



OMBUDSMAN @ 25

**Empowering the Nation in its
Unrelenting Pursuit of Good Governance**

INTEGRITY CARAVAN

PUBLIC GOVERNANCE FORA

A public dialogue that will bring together multi-sectoral practitioners, champions and advocates of good governance and anti-corruption.

OMBUDSMAN INTEGRITY LECTURE SERIES

A series of lectures on various good governance and anti-corruption topics to be delivered by distinguished personalities from the local and global community.

UNIVERSITY INTEGRITY TOUR

A showcase of various programs and projects through mini-lectures, audio visual presentations and photo exhibits in several universities nationwide.

BARANGAY INTEGRITY FORA

Knowledge sharing and public exchange among barangay officials on ethical standards, good governance and public accountability

INTEGRITY DEVELOPMENT CONTEST

Activity for students on various levels aimed at introducing them to the fundamentals of good-governance and anti-corruption through creative means.



Empowered lives.
Resilient nations.



PHILIPPINES



UNIVERSITY OF THE PHILIPPINES
FILM INSTITUTE



Background:

The Office of the Ombudsman is the lead anti-corruption institution tasked by the constitution, as protectors of the people, to act promptly on complaints filed against public officials or employees. In the discharge of its constitutional and statutory mandates, the OMB operates on a three-pronged approach, namely: (a) prosecution, (b) prevention, and (c) promotion.

Prosecution efforts include the aggressive investigation and prosecution of erring public officials before the *Sandiganbayan* and the regular courts; disciplinary action against abusive officials; conduct of lifestyle, asset and integrity checks; and forfeiture of ill-gotten wealth.

Prevention initiatives, on the other hand, include pursuing amendments to the anticorruption laws and the passage of new laws against corruption; assessment of internal systems and procedures against corruption vulnerabilities; building and strengthening partnerships with stakeholders specially the peoples' organizations (POs), civil service organizations (CSOs) and non-governmental organizations (NGOs); and introduction of institutional reforms. Finally, promotion measures cover the conduct of various programs that foster integrity, accountability and transparency in public service.

While the Office of Ombudsman is an independent constitutional body, it does not operate in a vacuum. The OMB is also guided by national and international framework on good governance and anticorruption during the development of its programs and projects. This includes the Philippine Development Plan (PDP) 2011 – 2016 and the United Nations Convention Against Corruption (UNCAC), where the country is a signatory. Within the ambit of national development, an efficient and effective delivery of the OMBs services will serve as building blocks to a **corruption intolerant society**, thus restoring public trust and confidence in government. This, in turn, will lead to a socio-economic environment that is stable and predictable, which are the basic prerequisites for more domestic and foreign investments in the country.

OMBUDSMAN @ 25

Empowering the Nation in its Unrelenting Pursuit of Good Governance

The Office marks its silver anniversary with the theme, “Ombudsman at 25: Empowering the Nation in its Unrelenting Pursuit of Good Governance” with the renewed commitment to fight the plague of corruption and infuse a culture of integrity in public service.



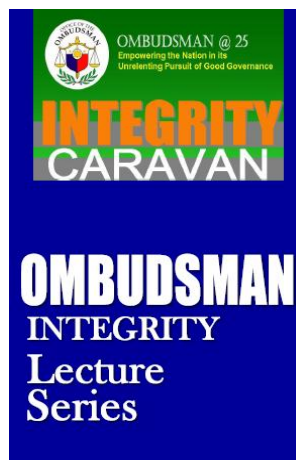
The Office of the Ombudsman, under the stewardship of the Hon. Justice Conchita Carpio Morales, launched the Ombudsman Integrity Caravan during the celebration of its 25th Anniversary on May 17, 2013. It is envisioned that the Ombudsman Integrity Caravan will plant the seeds of consciousness on anticorruption to build a critical mass of advocates from all sectors of society towards **empowering the nation in its unrelenting pursuit of good governance**.

The Caravan aims to communicate and engage the public and private sector on the various programs and projects of the Office of the Ombudsman to further build a broad-based strategic partnership of all anticorruption stakeholders. It will specifically involve key government agencies, local government unit (LGUs), private institutions, academic institutions, the business sector, development partners, peoples' organizations (POs), civil service organizations (CSOs), non-governmental organizations (NGOs), and the general public.

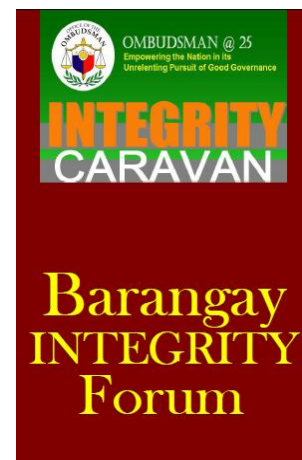
The Caravan will be implemented for within a period of one year after its launch on a nationwide scale. It will be composed of the following initial activities:



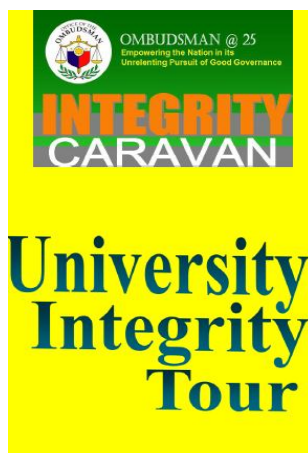
A public dialogue that will bring together multi-sectoral practitioners, champions and advocates of good governance and anti-corruption;



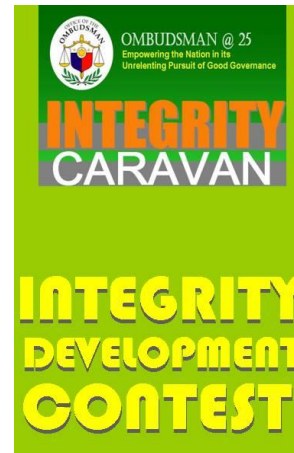
A series of lectures on various good governance and anti-corruption topics to be delivered by distinguished personalities from the local and global community.



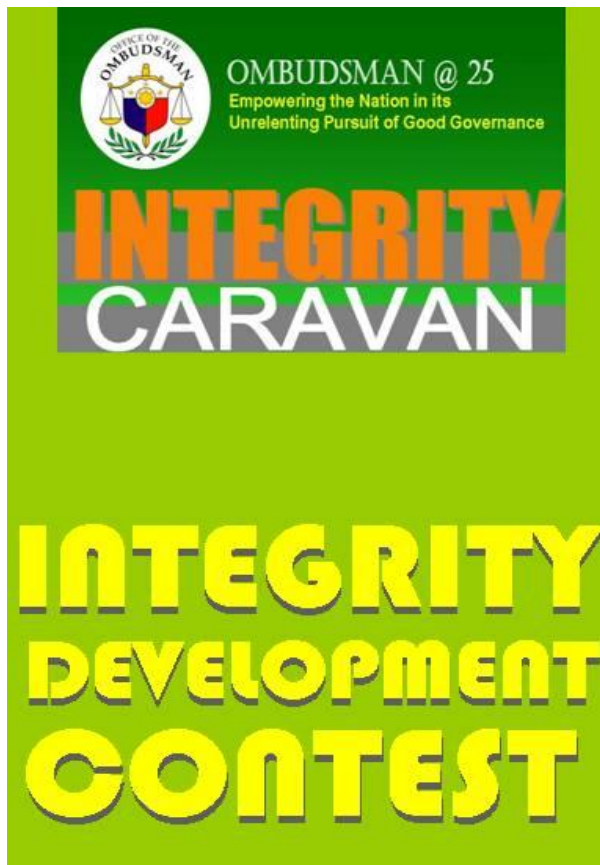
Knowledge sharing and public exchange among barangay officials on ethical standards, good governance and public accountability;



A showcase of various programs and projects through mini-lectures, audio visual presentations and photo exhibits in several universities nationwide.



Activity for students on various levels aimed at introducing them to the fundamentals of good-governance and anti-corruption through creative means.



OBJECTIVES :

To be able to introduce the fundamentals of good governance and anti-corruption in a way that will emotionally connect with the target.

To bring to life “integrity” in a manner that is relevant, truthful, and meaningful to the core constituencies via creative contest buckets.



Open to all elementary students, aged **10 to 12 years old** at the time of the submission of entries, currently enrolled in any public or private school in the country and must be children of active public official/ employee.



Open to all high school students, **aged 13 to 17 years** old at the time of the submission of entries, currently enrolled in any public or private high school in the country.



Open to college students, **aged 18 to 22 years old**, who are currently enrolled in any public or private universities / colleges in the country.

Essay Writing Contest

CONCEPT :

*Good Governance rooted on Honesty “**Katapatan sa Tungkulin**”*

An essay contest about the participant's experience and knowledge about their parent/s' commitment to public service; and how they were taught the value of **honesty** on their given duties at home and in school.

OBJECTIVES :

- To validate and reinforce in the minds of the “tweens” the relevant meaning of honesty in duty as a first step in achieving integrity through values formation
- To intensify in their consciousness the importance of having a strong moral foundation in life

SYSTEM :

- The essay must be in English OR Filipino, computer word processed, and must not exceed a maximum of 1000 words.
- The entry must be original, unpublished online or offline, of the sole property of the writer, and has not been previously submitted to any other contest/s.
- Entries must be submitted together with the duly accomplished entry form available via the Office of the Ombudsman website. It may be submitted in any of the following manner:

- Personal Submission at any Ombudsman Offices (Main, Visayas or Mindanao)
- Registered Mail addressed to The Secretariat, Integrity Development Contest, Office of the Ombudsman, Agham Road, Diliman, Quezon City, 1104
- Email (PDF format) via integritycaravancom@ombudsman.gov.ph
- Dropboxes*(Available in Jollibee Branches Nationwide)

SCREENING PROCESS :

- The target number of entries per region is at least ten (10).
- The committee will select one (1) best essay per region -- (17 Regions)

- Regional Screening Committee Members:
 - OMB Integrity Development Contest (IDC), Technical Working Group
 - OMB Research and Special Studies Bureau
 - Representative from Jollibee Foods Corporation
- All seventeen (17) regional finalists will then be judged by a panel composed of the following:
 - Office of the Ombudsman (IDC, Technical Working Group)
 - Representative from Jollibee Foods Corporation
 - Representative from the Academe
 - Representative from the Public partner
- The screening committee will preliminarily evaluate the entries according to the following criteria:
 - Relevance to the theme 40%
 - Creativity 20%
 - Coherence 20%
 - Structure and Grammar 20%

AWARDS :

- There will be three (3) national winners:

Prizes:

1st place : Php 30,000.00 + Jollibee Gift Check
2nd place: Php 30,000.00 + Jollibee Gift Check
3rd place : Php 30,000.00 + Jollibee Gift Check

- The Winning entry shall be featured in one of the Jollitown episodes.

PERIOD :

- Submission of entries October 1, 2013 to December 9, 2013
- Start of Initial Screening January to March 2014
- Announcement of Regional Winners March 31, 2014
- Final Judging May 2014
- Announcement of Winners May 16, 2014



Poster Design Contest

CONCEPT :

Integridad sa Panunungkulan

A campaign poster that will serve as strong **message reminder** to all officials and employees in the public service on the value of **honesty** and **integrity** in public service, and as an effective tool for good governance and fighting corruption.

OBJECTIVES :

- To engage the "Teens" to exhibit their visual artistic talents and affirm their self-expression, as a tool to communicate and persuade officials and employees in the public service towards good governance and corruption-free society through honesty and integrity.
- To build mass awareness on value reinforcement through artistic articulation

SYSTEM :

- The poster design/ layout may be in graphical, text format or both. Size must be 16" X 22". Language must be in English OR Filipino.
- The entry must be original, unpublished online or offline, of the sole property of the participant, and has not been previously submitted to any other contest/s. The designs, photos, images and language used must not be copyrighted or a registered trademark.
- Entries must be submitted together with the duly accomplished entry form available via the Office of the Ombudsman website. It may be submitted in any of the following manner:
 - Personal Submission at any Ombudsman Offices (Main, Visayas or Mindanao)
 - Registered Mail addressed to The Secretariat, Integrity Development Contest, Office of the Ombudsman, Agham Road, Diliman, Quezon City, 1104
 - Email (PDF format) via integritycaravancom@ombudsman.gov.ph

SCREENING PROCESS :

- The target number of entries per region is at least 10. The committee will select one (1) best poster material per region to qualify as regional finalist.

- Regional Screening Committee Members:
 - OMB IDC, Technical Working Group
 - OMB Research and Special Studies Bureau
 - Representative from SM Cares

- All seventeen (17) regional finalists will then be judged by a panel composed of the following:
 - Office of the Ombudsman
 - Representative from SM Cares
 - Representative from the Advertising Industry
 - Representative from the Public Partner

- The screening committee will evaluate the entries according to the following criteria:

- Relevance to the theme	30%
- Design / Creativity	20%
- Originality /Concept	30%
- Effectiveness of Message	20%

AWARDS :

- There will be three (3) national winners:

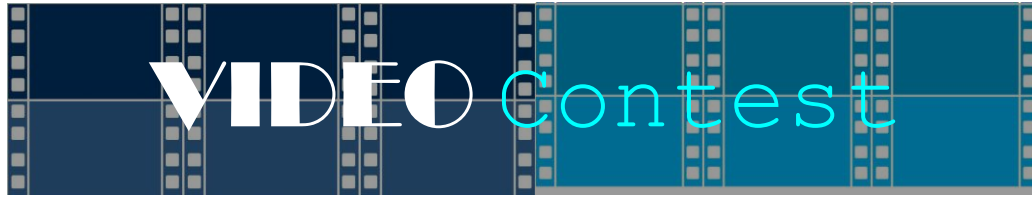
Prizes:

1st place : Php 15,000 + tablet + plaque
 2nd place: Php 10,000 + tablet + plaque
 3rd place : Php 5,000 + tablet + plaque

- The Winning entry shall be featured as campaign poster on Integrity by the Office of the Ombudsman in all government offices nationwide.

PERIOD :

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|------------------------------------|--------------------------------------|
| ● Submission of entries | October 1, 2013 to November 15, 2013 |
| ● Start of Initial Screening | November 18 to 29, 2013 |
| ● Mall Exhibit of Regional Winners | December 6 to 13, 2013 |
| ● Announcement of Regional Winners | December 9, 2013 |
| ● Final Judging | January 2014 |



CONCEPT :

Integrity: a formula for good governance and economic development.

Participants must **prepare a storyline** to create strong awareness on anti-corruption and good governance by way of promotion and advocacy on integrity and honesty in public service.

OBJECTIVE :

- To acknowledge the role of young adults in positive societal change and transition through creative media and inspirational narration of the **value of integrity in fighting corruption**;

SYSTEM :

- Initial entries must be in written storyline/synopsis form, computer word processed, language must be in English OR Filipino. The storyline/synopsis must show the participants thoughts, experiences, opinions, issues and possible solutions in fighting corruption leading to economic development. Material must fall under a documentary, audio visual campaign or infomercial type.
- The entry must be original, unpublished online or offline, of the sole property of the participant, and has not been previously submitted to any other contest/s. Musical scoring used must be original, unregistered or not copyrighted;
- Entries must be submitted together with the duly accomplished entry form available via the Office of the Ombudsman website. It may be submitted in any of the following manner:
 - Personal Submission at any Ombudsman Offices (Main, Visayas or Mindanao)
 - Registered Mail addressed to The Secretariat, Integrity Development Contest, Office of the Ombudsman, Agham Road, Diliman, Quezon City, 1104
 - Email (PDF format) via integritycaravancom@ombudsman.gov.ph

• SCREENING PROCESS :

- The target number of entries per region is at least 10. The committee will select one (1) best written storyline/synopsis per region to qualify as regional finalist .

- Initial Screening Committee Members:
 - OMB IDC, Technical Working Group
 - OMB Research and Special Studies Bureau
 - OMB Media Affairs Bureau

- All seventeen (17) regional finalists will be informed via mail / electronic mail. All regional finalists must re-submit their entries in video format (DVD / CD) based on their initially submitted written storyline/synopsis. Videos must have a maximum of 15 minutes running time, inclusive of opening and closing credits.

- Regional Screening Committee will be composed of the following:
 - Office of the Ombudsman (IDC, Technical Working Group)
 - Representatives from U.P. Film Institute
 - Representative from the Public Sector Partner

- There will be three (3) finalists, chosen from among the 17 Regional finalists, who will undergo a two (2) day workshop on film production at the U.P. Film Institute prior to the actual production of their respective materials with the supervision of the U.P. Film Institute.

- The Final Screening Committee will be composed of:
 - Hon. Ombudsman Justice Conchita Carpio Morales
 - Director of the U.P. Film Institute
 - SM Corporation Official
 - Representative from the Public Sector partner

- The Screening committee will evaluate the entries according to the following criteria:

- Relevance to the theme	35%
- Storyline	35%
- Creativity / Execution	30%

AWARDS :

- There will be three (3) winners chosen during a special screening:

Prizes:

1st place : Php 25,000 + plaque
 2nd place: Php 15,000 + plaque
 3rd place : Php 10,000 + plaque

- The Winning entry shall receive workshop scholarships from the U.P. Film Institute.

PERIOD :

- Submission of entries October 1, 2013 to December 31, 2013
- Start of Initial Screening January 2014
- Announcement of Regional Winners February 2014
- Submission of Video format of Regional Winners March 2014
- Announcement of top three (3) finalists March 2014
- Start of U.P. Film Institute Workshop (3 finalists) April 2014
- Production period April to May 2014
- Special Screening and Final Judging of Winners May 2014

OWNERSHIP OF MATERIALS (Essay, Poster and Video) :

- The Office of the Ombudsman shall have the exclusive right over all entries submitted and materials produced.
- The Office of the Ombudsman reserves the right to show all the entries and/or materials for educational purposes in perpetuity.
- The makers of the video agree to the possibility of wide multi-platform distribution of their work, including broadcast, internet, film festivals, DVD, etc.
- The Office of the Ombudsman reserves the right to use all entries / materials in any related promotional or advertising venture without compensation to the participants.