

**JOSEPH EJERCITO ESTRADA Administration
(1998 - 2001)**

CHRONOLOGICAL NOTES AND HIGHLIGHTS

Summary of Responses During Term of PFVR

On 07 July 1998, **Ms. Ma. Cristina L. Santiago**, Acting Information Technology Officer III, of the Management Information Service of PhilPost and member of the Task Force: YES FOR PEACE reported to Postmaster General Irineo V. Intia, Jr. that Two Million Six Hundred Twenty-Three Thousand One Hundred Six **(2,623,106)** responses to Di-YES for Peace – Bayanihan para sa Kapayapaan were generated by the end of the term of PFVR on 30 June 1998.

Table No. 8 shows the summary of responses by the end of the term of PFVR.

Table No. 8. Summary of Responses by the End of the Term of PFVR

QUESTIONS	OPO	%	HINDI	%
1. <i>Kailangan po bang magkaisa tayo na huwag gumamit ng mga armas laban sa isa't isa at mag-unawaan tayo bilang magkakapatid para makatulong tayong lahat sa paglalata ng landas na nararapat sa atin?</i>	2,536,019	96.68	87,087	3.32
2. <i>Kailangan po bang turuan natin ang ating mga anak na pagyamanin ang mahalagang pagbabagong maidudulot pagiging Maka-Tao, Maka-Diyos at Maka-Filipino?</i>	2,542,314	96.92	80,792	3.08
3. <i>Kailangan po bang kilalanin at igalang natin ang iba't iba nating paniniwala upang makapagtatag tayo ng isang tunay na malayang sistema?</i>	2,533,568	96.59	89,448	3.41
4. <i>Kailangan po bang paunlarin ang ating bansa at pagyamanin ang ating kapaligiran sa pamamagitan ng mga positibong katangiang likas sa atin?</i>	2,537,593	96.74	85,513	3.26
5. <i>Kailangan po bang maitugma ang sistemang pang-edukasyon sa tunay na pangangailangan ng ating bansa para maiwaksi natin ang walang kabuluhang kaisipang dayuhan na napulot natin mula sa mga dayuhang mananakop?</i>	2,540,478	96.85	82,628	3.15
6. <i>Kailangan po ba nating palitan ang mga batas na patuloy na pinairal sa</i>	2,525,526	96.28	97,580	3.72

QUESTIONS	OPO	%	HINDI	%
<i>atin kahit pinaglumaan na ng panahon at hindi na angkop upang palakasin ang lahat ng sektor ng ating lipunan?</i>				
<i>7. Kailangan po bang patibayin ang pundasyon ng isang tunay na repormadong pamahalaan na kumikilala at gumagalang sa pagkakapantay-pantay ng lahat ng mga mamamayan?</i>	2,545,462	97.04	77,644	2.96
<i>8. Kailangan po bang bumuo tayo ng isang Bagong Sistema ng pagbubuklod ng mga programa at proyektong naglalayong magbukas at magpalawak ng mga oportunidad para sa lahat ng mamamayan?</i>	2,550,184	97.22	72,922	2.78
<i>9. Kailangan po bang po bang itanim sa isip at damdamin natin ang katotohanang walang maidudulot na kabutihan ang galit at karahasan natin sa isa't isa?</i>	2,536,019	96.68	87,087	3.32
<i>10. Kailangan po bang magmahalan tayo bilang mga magkakapatid?</i>	2,532,871	96.56	90,235	3.44

The above table shows that the greater majority – ranging from 96.28% (Question No. 6) to 97.22% (Question No. 8) – of respondents have answered YES to the questions posed during the term of PFVR. The NO responses ranged from only 2.78% (Question No. 8) to 3.72% (Question No. 6).

However, given the population of 74.49 Million, the NO responses would translate to 2,070,822 and 2,771,028 people who could derail attempts to act in accordance with the will of the greater majority. Indeed, they could pose problems. Thus, their concerns need to be heard and addressed.

The hard copies of the responses were kept under the custody of the Records Section of the Central Office of PhilPost.

Approval of the CARHRIHL

On August 10, 1998, President Joseph Ejercito Estrada signed and approved the Comprehensive Agreement on the Respect for Human Rights and International Humanitarian Law (CARHRHIL).

Having been approved by the principals of both the GRP and the NDFP, the CARHRHIL became immediately binding and effective.

Among others, it was agreed that the “Civilian population shall have the right to be protected against the risks and dangers posed by the presence of military camps in urban centers and other populated areas.” and that the people have “right to demand the reduction of military expenditures and the rechanneling of savings from such reduction towards social, economic and cultural development which shall be given the highest priority”.

A Joint Monitoring Committee composed of three members to be by the GRP Panel and three members to be chosen by the NDFP should have been constituted. Unfortunately, no implementation of the CARHRIHL was done during the Estrada administration, inspite of demands from different people’s organizations and individuals.

The war in Mindanao and in other parts of the country saw many violations of the agreement such as the displacement of the civilian population and indiscriminate bombings.

Resolution of National Peace Conference

On August 20, 1998, the Governing Council of the National Peace Conference adopted a “Resolution Recognizing Diyes for Peace - Bayanihan para sa Kapayapaan to Help in Popularizing and Thereby Strengthening Public Sector Support for the Realization of the National Peace Conference’s Vision of Peace”. It states:

“WHEREAS, the *National Peace Conference* is committed to...

- “Work for peace by ways of peace so as to build a society where we can freely share around the same table, where everyone is equal before the law, where one’s worth is based on one’s dignity as child of the same Almighty God. (*Underscoring ours*)
- “Care for the earth; defend our soils, seas, lakes, and rivers; conserve our forests; and protect the air we breathe. (*Underscoring ours*)
- “Develop as persons and as a people, proud of our culture and our indigenous heritage, respectful of all Filipinos, regardless of class, culture, creed, or gender. (*Underscoring ours*)
- “Pursue peace in truth and freedom, building consensus whenever possible, forging unity where we can while respecting differences at all times. (*Underscoring ours*)
- “Create a democratic society where our people are truly the wielders of power, responsible citizens who serve and work for the common good, who live in participatory and

compassionate communities, and comprise healthy families in a healthy and secure environment, (*Underscoring ours*)

- “Exert every effort to bring about good government: a strong honest and effective government that can vigorously promote social justice with freedom and order, eliminate graft and corruption, rid itself of incompetent officials and personnel, and give a clear direction to national policies and programs. (*Underscoring ours*)
- “Uphold civilian supremacy over the military and denounce the use of force to wrest or preserve political power, choosing to strengthen our democratic processes, particularly through meaningful electoral exercises, in seeking to bring about profound social change. (*Underscoring ours*)
- “Promote a self-reliant economy built by a self-determining people with a sovereign voice and will. (*Underscoring ours*)
- “Contribute to the creation of a new world order, a world beyond war, a land without foreign military bases and without nuclear weapons, as mandated by our charter. (*Underscoring ours*)

“WHEREAS,

- “True peace is the fruit of justice and love, sacrifice, and solidarity, collective and sustained struggle. (*Underscoring ours*)
- “Peace is possible when people truly care for one another, share with one another treat one another as members of one Filipino family, such concern and care being at the heart of justice. (*Underscoring ours*)

“WHEREAS, that the *Diyes for Peace -- Bayanihan para sa Kapayapaan...*

- “Is a peace education initiative that seeks to develop a consensus among 10 million Filipinos, 10 years and older, in order to: (a) forge the basis of national unity; (b) find peaceful means to establish a non-violent society; (c) end armed conflict; (d) pave the way towards a just, comprehensive and lasting peace; and (e) commit themselves to the empowerment of the Filipino nation. (*Underscoring ours*)
- “Has continually popularized and thereby strengthened public support for the National Peace Conference’s **vision of peace:**

peace by ways of peace, grounded on justice, imbued with truth and freedom, enlivened by love, and strengthened in solidarity.” (*Underscoring ours*)

The *Governing Council of the National Peace Conference* therefore resolves to express...

- “Its full support to the DIYES FOR PEACE - Bayanihan para sa Kapayapaan and hereby calls on all peace-loving Filipinos to unselfishly contribute to the earliest possible realization of its objective to harness the documented responses of at least ten (10) million Filipinos to the campaign. (*Underscoring ours*)
- “And its solidarity with the call of the organizers of the DIYES FOR PEACE - Bayanihan para sa Kapayapaan for peace negotiations among all parties to the armed conflicts and involving the meaningful participation of citizens’ groups to address the roots of the internal armed conflict dividing our nation.” (*Underscoring ours*)

The members of the Governing Council of the National Peace Conference who signed the Resolution are:

Bp. Francisco Claver, S.J. – Chairperson
Teresita Quntos Deles -- Vice-Chairperson
Emil Albert Yuson -- Secretary General
Ma. Mercedes Nicolas
Vicente Fabe
Antonio Austria
Karen Tañada

United Nations General Assembly Resolution 53/25 - International Decade for a Culture of Peace and Non-Violence for the Children of the World, 2001-2010

On November 10, 1998, the 55th plenary meeting of the United Nations General Assembly adopted Resolution 53/25 - International Decade for a Culture of Peace and Non-Violence for the Children of the World, 2001-2010.

It states:

“Aware that the task of the United Nations to save future generations from the scourge of war requires transformation towards a culture of peace, which consists of values, attitudes and behaviours that reflect and inspire social interaction and sharing based on the principles of freedom, justice and democracy, all human rights, tolerance and solidarity, that reject violence and endeavour to prevent conflicts by tackling their root causes to solve problems through dialogue and negotiation and that guarantee the full exercise of all rights and the means to

participate fully in the development process of their society,
(*Underscoring ours*)

“Recognizing that enormous harm and suffering are caused to children through different forms of violence at every level of society throughout the world and that a culture of peace and non-violence promotes respect for the life and dignity of every human being without prejudice or discrimination of any kind,
(*Underscoring ours*)

“Recognizing also the role of education in constructing a culture of peace and non-violence, in particular the teaching of the practice of peace and non-violence to children, which will promote the purposes and principles embodied in the Charter of the United Nations, (*Underscoring ours*)

“Emphasizing that the promotion of a culture of peace and non-violence, by which children learn to live together in peace and harmony that will contribute to the strengthening of international peace and cooperation, should emanate from adults and be instilled in children, (*Underscoring ours*)

“Underlining that the proposed international decade for a culture of peace and non-violence for the children of the world will contribute to the promotion of a culture of peace based on the principles embodied in the Charter and on respect for human rights, democracy and tolerance, the promotion of development, education for peace, the free flow of information and the wider participation of women as an integral approach to preventing violence and conflicts, and efforts aimed at the creation of conditions for peace and its consolidation, (*Underscoring ours*)

“Convinced that such a decade, at the beginning of the new millennium, would greatly assist the efforts of the international community to foster peace, harmony, all human rights, democracy and development throughout the world,

3. *”Invites* Member States to take the necessary steps to ensure that the practice of peace and nonviolence is taught at all levels in their respective societies, including in educational institutions; (*Underscoring ours*)

4. *”Calls upon* the relevant United Nations bodies, in particular the United Nations Educational, Scientific and Cultural Organization and the United Nations Children's Fund, and invites nongovernmental organizations, religious bodies and groups, educational institutions, artists and the media actively to support the Decade for the benefit of every child of the world; (*Underscoring ours*)

The underscored portions of the resolution have reinforced the resolve of those behind the campaign to move on and find ways to realize its objectives.

Status Report on the Di-YES FOR PEACE CAMPAIGN

On December 10, 1998, a Status Report was prepared and submitted to President Joseph Ejercito-Estrada and the heads of participating agencies / institutions / organizations “as a tool for the reconfirmation of their respective constituencies.”

The Immediate Concerns raised by the report include:

“The government has sustained – through three consecutive administrations – its peace talks with all armed revolutionary forces. As had been experienced by past administrations, the possibility of collapse of these negotiations still remains under the present administration.

“It is in this light that the national implementation of the campaign as a strategy to address the root causes of insurgency still exists, i.e., its saturation drive – **10 Million in 10 Days** – which can generate a critical mass of Filipinos expressing their consensus on peace can lay the foundation for subsequent peace negotiations.”

The report was prepared by the Technical Working Group of the campaign composed of:

1. **Salve B. de Vera** - Office of the Secretary, Department of Education, Culture and Sports
2. **Betty Lou Peñera** - Media Studies Division, Philippine Information Agency
3. **Barbara Wong Fernandez** - Office of the Vice Chancellor for Student Affairs, University of the Philippines System - Diliman
4. **Andres P. Rapisura** - Office of the President, Philippine Rural Reconstruction Movement
5. **Jose Antonio L. Dimaano** - Alpha Phi Omega Int'l (Phils) Inc.
6. **Rene Madarang** - Beta Sigma Fraternity
7. **Reinelda C. Raffiñan** - Local Government Officer VI, Department of the Interior and Local Government
8. **Ricardo T. Martin** - Philippine Post Corporation
9. **Ida Huliganga** - Girl Scouts of the Philippines
10. **Sofronio D. Hontanosas** - Boy Scouts of the Philippines

11. **Preme F. Monta** - Office of the Deputy Chief of Staff for Civil-Military Operations, Armed Forces of the Philippines
12. **Fernando C. Pace** - Police Senior Superintendent, Philippine National Police
13. **Ernesto A. Alcanzare** - Project Organizer, Di-YES FOR PEACE

The report was noted by:

1. **Leticia P. Ho** - Dean, College of Education, University of the Philippines
2. **Nilo L. Rosas** - Undersecretary for Programs & Projects, Department of Education, Culture and Sports
3. **Horacio R. Morales** - Adviser, Di-YES FOR PEACE

Proposed Implementation Plan “10 Million in 10 Days”

The Technical Working Group of the campaign based at the Office of the Vice-Chancellor for Student Affairs, University of the Philippines, Diliman, Quezon City prepared a 10-page Implementation Plan – “10 Million in 10 Days” (Saturation Drive of the Di-YES FOR PEACE Campaign):

1.0 **“PROJECT TITLE:**

“The project title, Di-YES FOR PEACE, highlights the number 10 (DIYES) for the following reasons:

- 1.1 “The phrase – Di-YES FOR PEACE – rhymes and easy to recall.
- 1.2 “Respondents are expected to answer YES to all questions which were designed to elicit positive responses – ‘Di-**YES** FOR PEACE.
- 1.3 “There are **10** questions designed to reflect the sentiments, values and principles important to all Filipinos.
- 1.4 “The campaign will involve Filipinos **10** years and older.
- 1.5 “People are normally expected to have a sound sense of what is wrong and right at age **10** which is legally defined as the age of discernment.

- 1.6 “A person who has continuously attended school is expected to have learned how to read, write and comprehend at age **10**.”
- 1.7 “The campaign will reach out to and unite all sectors of Philippine after **10** decades of independence and divisiveness marred with violence.
- 1.8 “The campaign will capitalize on the collective will of at least **10** million Filipinos in building and nurturing a culture of peace.
- 1.9 “The number **10** is universally accepted as a number of perfection.
- 1.10 “There are **10** Commandments recognized by major religions in the Philippines.

2.0 “CAMPAIGN SYMBOL

“The Pandaka Pigmaea, the smallest freshwater fish in the world, featured in 10 centavo coins until the 1994 series is the rallying symbol of the campaign. Before our “Creator”, we are all equally small fish as implied by Jesus Christ – the Lord and Savior of Christians, the Greatest Prophet of Muslims and one of the best Philosophers of Agnostics – when He called his Apostles to join him “to be fishers of men.”

3.0 “OBJECTIVES

3.1 “General

- a. “To bring the Filipino people into the centerstage of the national peace process and revitalize the Bayanihan spirit.
- b. “To mobilize at least 10 million Filipinos – 10 years and older – to speak as one and help:
 - “Forge the basis of national unity.
 - “End the armed conflicts waged in the name of the Filipino people
 - “Find peaceful means to establish a non-violent society
 - “Empower the Filipino nation.

3.2 “Specific

- a. “To guide all pupils from Grades IV to VI and students from first to fourth year high school in

both public and private schools in answering 10 questions on various general issues affecting peace and providing basic personal and postal information.

- b. "To mobilize pupils and students in soliciting the responses (filled-out campaign forms) of their parents and relatives.

4.0 "IMPLEMENTATION SCHEDULE / MECHANICS

"The initial implementation of the DiYES FOR PEACE campaign relied solely on contributions from participating organizations and institutions. No major effort to mobilize private sector participation was made.

"Mobilizing private sector contributions to supplement available government resources can substantially help popularize the campaign and ensure that its target of **10 million** responses will be attained on the saturation drive – **10 Million in 10 Days** – of the campaign. The following implementation schedule is thus designed to mobilize both.

4.1 "Project Mobilization Stage -- November to December 1998

- a. "Reconfirmation of participating institutions/agencies, to wit:

- "Department of Education, Culture and Sports (DECS)

- i. "To guide all pupils from Grade IV to VI and students from first to fourth year high school in both public and private schools in answering 10 questions on various general issues affecting peace and providing basic personal and postal information.
- ii. "To mobilize pupils and students in soliciting the responses (filled-out campaign forms) of their parents and other relatives.
- iii. "To tabulate, summarize and mail solicited filled-up campaign forms.

- "**Philippine Postal Corporation (Philpost)** – to provide postal and other related services.

- **“University of the Philippines System (UP)** – to offer the University System as the mediating institution to facilitate the ongoing peace negotiations between the government and all armed revolutionary forces.
- **“Philippine Information Agency (PIA)** – to facilitate the production and airing of broadcast materials and tri-media coverage of the campaign
- **“Office of the Presidential Adviser on the Peace Process (OPAPP)** – to mobilize and facilitate people’s participation.
- **“Boy Scouts of the Philippines (BSP)** – to mobilize and facilitate participation of Boy Scouts.
- **“Philippine Rural Reconstruction Movement (PRRM)** – to mobilize and facilitate participation of PRRM cooperating NGOs.
- **“Office of the Chairman, Senate Committee on Peace, Unification and Reconciliation** – to facilitate adoption of Senate Resolution No. 310.
- **“Office of the Chairman, House Committee on People’s Participation** - to facilitate adoption of House Resolution No. 694.
- **“VFP – Sons and Daughters Association, Inc. (VFP-SDAI)** – to mobilize and facilitate participation of VFP-SDAI members.
- **National Inter-Fraternity and Sorority Council (NIC)** - to mobilize and facilitate participation of fraternities and sororities.
- **“National Youth Commission (NYC)** - to mobilize and facilitate participation of the Sangguniang Kabataan and other youth organizations.

- **“Alpha Phi Omega (APO) International Philippines** - to mobilize and facilitate participation of APO members.
- **“National Peace and Order Council (NPOC)** – to mobilize and facilitate support, assistance and cooperation of Regional, Provincial, Municipal and Barangay Peace and Orders Councils
- **“Department of the Interior and Local Governments (DILG)** - to mobilize and facilitate support, assistance and cooperation of Regional, Provincial, Municipal and Barangay Peace and Orders Councils
- **“Philippine National Police (PNP)** – to mobilize and facilitate support, assistance and cooperation of PNP units and to provide assistance in transporting responses to post offices.
- **“Armed Forces of the Philippines (AFP)** – to mobilize and facilitate support, assistance and cooperation of PNP units and to provide assistance in transporting responses to post offices.

b. “Research and Development Stage.

c. “Preparation of project presentation and compres for client and agency agency presentations, as flows.

- i. “60’s Rip-O-Matics (Video)
- ii. “50’s and 30’s edit down for radio
- iii. “2 Print lay-out designs (launch and response ads)
- iv. “Poster Design

4.2 “Ad Solicitation Stage. – December 1998 to January 1999

“Whole-year advertising schedules are normally finalized by the advertising industry every January. Project presentations and compres – including project Theme song – will be made for advertisers from mid- December to mid-January 1999.

4.3 “2 – Hour Pre-Valentine Special – February 1999.

“A 2-hour Pre-Valentine Special shall be produced during which the project theme song will be launched. The theme song single shall then be distributed to radio stations for airing to generate public awareness on the campaign specially among the youth, the primary target audience.

4.4 “Pre-implementation Stage – March to May 1999.

“Production and distribution of campaign materials, e.g., 10 million campaign forms, full color posters, stickers, operating (instruction) manuals, t-shirts, etc.

4.5 “Pre-Independence Day Special – 1st week of June 1999.

“A 2-Hour Pre-Independence Day Special shall be produced during which the **10** song album featuring various artists supporting the campaign shall be launched. The album shall then be distributed to radio stations for airing to further popularize

4.6 “Implementation Stage – June 1999.

“The campaign will be launched on 12 June 1999. Arrangements shall be made for it to be included in the over-all Independence Day celebrations.

“To further generate mass media coverage and maximize its social impact, the campaign will be launched simultaneously during flag ceremonies in public and private elementary and high schools on 14 June 1999, to wit:

- a. “Ten student leaders (five Boy Scouts and five Girl Scouts) will each read one question. Students will be asked to verbally answer *en masse*.
- b. “Students will be asked to accomplish / fill-up campaign forms during the *Gawaing Pagpapaganda ng Ugali*, Values or Peace Education or Social Studies period.
- c. “Students will be asked to bring home campaign forms and ask their parents and out-of-school siblings/housemates to accomplish these.

- d. "Filled-up campaign forms solicited by students will be collected by class teachers the following day.
- e. "Boy/Scout volunteers and/or class officers will tabulate responses under supervision of class teachers.
- f. "Class teachers will submit campaign forms and preliminary tabulation of results will be forwarded to the office of the school Principal.
- g. "Boy and Girl Scout representatives and/or Student Council President will prepare a summary of responses.
- h. "Principal will attest to summary of responses.
- i. "Accomplished campaign forms and summary of responses will be mailed at the nearest post office. **Postage is free.**
- j. "Results will be processed and consolidated as these come in and publicly announced, as news, through print and broadcast media.

"H.E. President Joseph Ejercito Estrada shall be officially informed of the results of the campaign as soon as the **10 Million** target responses is attained.

5.0 "CAMPAIGN REQUIREMENTS & RESOURCE MOBILIZATION

"A two phase resource mobilization scheme shall be employed.

1. "First Phase. The first phase shall include:

a. "Preparation of presentation materials for participating organizations and advertising agencies	P 694,253.83
b. "Production of 10 song album (1,000 CDs and 1,000 cassettes)	P 1,504,769.00
Total	P 2,199,022.83

"Funding for the phase shall be requested for from the Philippine Charity Sweepstakes Office (PCSO) through the Presidential Management Staff. (Note: Please refer to endorsement for favorable action issued by PMS.)

“In exchange for its funding support, media mileage for PCSO will be as follows:

- a. “Incorporation of logo in design of the cassette and CD album
- b. “Special mention in press releases as one of the co-sponsors for the project
- c. “Acknowledgement in television ads
- d. “Special mention in radio ads
- e. “Incorporation of logo in design of mailers (campaign forms)
- f. “Inclusion of logo in print ads

“The services of a professional advertising group with established working relationships with the government as well as the participating institutions shall be engaged for these activities.

2. “Second Phase. Ad solicitation shall consolidate the second phase. It is expected that the first phase shall generate enough private sector sponsors/advertisers to fund the following campaign requirements.

a. “Production Budget

i.	“CINEMA 60s – TVC 30s	P 1,800,000.00
ii.	“Radio 60s – Radio 30s	80,000.00
iii.	“Print Ad Production	75,000.00
iv.	“Photography/Illustration for Print Materials	65,000.00
v.	“TV 2 – Hour Valentine Special	1,500,000.00
vi.	“TV 2 – Hour Independence Day Special	1,500,000.00

“Sub-Total **P 5,000,000.00**

b. “Print Material Budget

i.	“10 Million Campaign Forms	P 5,000,000.00
ii.	“5,000 Posters (Full Color)	80,000.00
iii.	“20,000 Stickers (2 Colors)	60,000.00
iv.	“5,000 Instruction Manuals	50,000.00
v.	“10,000 T-shirts	350,000.00

“Sub-Total **P 5,540,000.00**

c. “Media Budget

i.	“Cinema (All Metro Manila Theatres)	P 1,000,000.00
ii.	“TVC (News and Daily Prime Time Shows)	4,000,000.00

	[Flight in / Flight out for 3 weeks]	
iii.	“Radio (March to June)	800,000.00
iv.	“Print Ads	
	“June Launch [Full page AD 3 Major Broadsheets]	450,000.00
	“February TV Special [Full page AD, 3 Major Broadsheets & 3 Tabloids]	550,000.00
	“Response AD [Full page AD, 3 Major Broadsheets & 3 Tabloids]	550,000.00
	“Sub-Total	P 7,350.000.00

d. “PR Program Budget

i.	“Press Releases from February to June	
ii.	“Two Magazine Covers, February and June	
iii.	“10 Major Articles in February	
iv.	“10 Major Articles in June	
v.	“Television Guestings	P 250,000.00
	“GRAND TOTAL	P 18,140,000.00

Notably, practically the whole Budget of the campaign is allocated to cover print materials and expenses for media exposure which shall be managed by the PIA.

Other participating agencies have not requested funds in as much their participation in the campaign are inherent in their respective functions.

The bottom-line of the fund request was only **Php 1.814 per respondent**.

Endorsement of Request for Funding from the UNICEF

On December 16, 1998, UP Diliman Vice-Chancellor Fernandez wrote to **Dr. Terrel M. Hill**, UNICEF Representative:

“This is to endorse to you, for favorable consideration, the request for funding for the saturation drive of the Di-YES FOR PEACE campaign – **10 Million in 10 Days**.

“With a Php10,000.00 fund from UNICEF, the campaign was test-implemented and developed in the Diliman, Los Baños and Manila campuses of the University of the Philippines to help popularize the concept of children as “Zones of Peace” in line with the United Nations Convention on the Rights of the Child. Its

results led to the declaration of all U.P. campuses as Zones of Peace, Freedom and Neutrality.

“Trusting that you will find the campaign worthy of UNICEF’s continued support.”

Submission of Status Report and Proposed Implementation Plan for the Saturation Drive to President Estrada

On December 29, 1998, the Project Organizer submitted the Status Report to President **Joseph Ejercito Estrada** and PMS Head, Secretary **Leonora V. de Jesus**:

“Considering the apparent insistence of both the NDF and the MILF that they represent the people, we respectfully submit herewith a proposed implementation plan for the saturation drive of the Di-YES FOR PEACE Campaign - 10 Million in 10 Days - to His Excellency for consideration as a remedy to win the rebels over to the side of the people...”

“We are confident that the people’s response to the campaign will greatly increase if His Excellency publicly declares his support to the campaign and that the results of the campaign will deliver a strong message to both the NDF and the MILF that while the people clamor for substantial social change, violence is not an acceptable option.”

PAGCOR Chairman and CEO Seeking Guidance of PJEE for Funding Yes for Peace Saturation Drive

On March 23, 1999, Alicia Ll Reyes, Chairman and Chief Executive Officer of the Philippine Amusement and Gaming Corporation wrote to President Estrada Thru Secretary de Jesus:

“We wish to inform Your Excellency that PAGCOR has been approached by Mr. Ernesto Alcanzare, Project Coordinator of the Di-YES for Peace Campaign for a possible financial assistance of P18.1 million for the saturation drive of the campaign. This project is favorably endorsed by Mr. Manuel T. Yan, Presidential Adviser on the Peace Process.

“Di-YES for Peace is a national peace education census seeking the involvement of at least 10 million Filipinos – 10 years and older in the national peace process. This is in line with the government’s efforts to include people’s participation by way of eliciting sentiments and values on national peace.

“Initiated by the University of the Philippines, Di-YES for Peace Campaign, was developed and test-implemented in the Diliman, Los Baños and Manila campuses and was later incorporated into the Five-Year Master Plan of Action on Peace and Order. To date, several institutions have participated and

supported this cause which include the DECS, PHILPOST, DILG, PIA and AFP, among others.

“We are fully cognizant of the significance of this project but in view of the substantial amount required, we would like to seek Your Excellency’s guidance on the matter.”

Clearly, Ms. Reyes suggested that PAGCOR finance the two phases of the campaign

The Message Center of the PMS received the letter on March 25, 1999. No acknowledgement nor reply was received from either President Estrada or Secretary de Jesus.

Executive Order No. 115, s. 1999

On June 21, 1999, President Estrada issued Executive Order No. 115, “Providing for the Mechanics and Operational Structure for the Localization of Peace Efforts to Address the Communist Insurgency”

“WHEREAS, the State recognizes that the attainment of a just, comprehensive and lasting peace under the rule of law and in accordance with Constitutional processes, is the basic foundation of economic development and national prosperity;
(*Underscoring ours*)

“WHEREAS, it is the policy of the State to pursue a comprehensive peace process to attain a just, comprehensive and lasting peace under the implementing principles and approaches towards the paths to peace as embodied under Executive Order No. 125 dated 15 September 1993; (*Underscoring ours*)

“WHEREAS, in the furtherance of the above peace process and consistent with the principles and approaches thereof, the government deems it necessary and vital to localize and pursue its peace efforts with the communist insurgents on the ground to address the causes of armed conflict and at the same time prevent situations of “unpeace”, and to provide the communist rebels with the opportunity to participate in the democratic process of peace and development in the community;
(*Underscoring ours*)

“WHEREAS, there is a need to provide an efficient mechanism and structure for the localization of the government’s peace efforts towards realizing its objectives and thereby, facilitate the attainment of a just, comprehensive and lasting peace; (*Underscoring ours*)

United Nations General Assembly Resolution 53/243 - Declaration and Programme of Action on a Culture of Peace

On September 13, 1999, the 107th plenary meeting United Nations General Assembly adopted Resolution 53/243 - Declaration and Programme of Action on a Culture of Peace.

It states:

“Recognizing that peace not only is the absence of conflict, but also requires a positive, dynamic participatory process where dialogue is encouraged and conflicts are solved in a spirit of mutual understanding and cooperation, (Underscoring ours)

“Recalling its resolution 52/15 of 20 November 1997, by which it proclaimed the year 2000 as the "International Year for the Culture of Peace", and its resolution 53/25 of 10 November 1998, by which it proclaimed the period 2001-2010 as the "International Decade for a Culture of Peace and Non-Violence for the Children of the World",

“Recognizing the important role that the United Nations Educational, Scientific and Cultural Organization continues to play in the promotion of a culture of peace, (Underscoring ours)

“Solemnly proclaims the present Declaration on a Culture of Peace to the end that Governments, international organizations and civil society may be guided in their activity by its provisions to promote and strengthen a culture of peace in the new millennium: (Underscoring ours)

Article 1

A culture of peace is a set of values, attitudes, traditions and modes of behaviour and ways of life based on:

- a. “Respect for life, ending of violence and promotion and practice of non-violence through education, dialogue and cooperation; (Underscoring ours)
- b. “Full respect for the principles of sovereignty, territorial integrity and political independence of States and non-intervention in matters which are essentially within the domestic jurisdiction of any State, in accordance with the Charter of the United Nations and international law; (Underscoring ours)
- c. “Full respect for and promotion of all human rights and fundamental freedoms; (Underscoring ours)
- d. “Commitment to peaceful settlement of conflicts; (Underscoring ours)
- e. “Efforts to meet the developmental and environmental needs of present and future generations; (Underscoring ours)

- f. “Respect for and promotion of the right to development; (Underscoring ours)
- g. “Respect for and promotion of equal rights and opportunities for women and men;
- h. “Respect for and promotion of the right of everyone to freedom of expression, opinion and information; (Underscoring ours)
- i. “Adherence to the principles of freedom, justice, democracy, tolerance, solidarity, cooperation, pluralism, cultural diversity, dialogue and understanding at all levels of society and among nations; and fostered by an enabling national and international environment conducive to peace. (Underscoring ours)

Article 2

“Progress in the fuller development of a culture of peace comes about through values, attitudes, modes of behaviour and ways of life conducive to the promotion of peace among individuals, groups and nations. (Underscoring ours)

Article 3

“The fuller development of a culture of peace is integrally linked to:

- a. “Promoting peaceful settlement of conflicts, mutual respect and understanding and international cooperation; (Underscoring ours)
- b. Complying with international obligations under the Charter of the United Nations and international law;
- c. “Promoting democracy, development and universal respect for and observance of all human rights and fundamental freedoms; (Underscoring ours)
- d. Enabling people at all levels to develop skills of dialogue, negotiation, consensus-building and peaceful resolution of differences; (Underscoring ours)
- e. Strengthening democratic institutions and ensuring full participation in the development process;
- f. Eradicating poverty and illiteracy and reducing inequalities within and among nations;
- g. Promoting sustainable economic and social development; (Underscoring ours)
- h. Eliminating all forms of discrimination against women through their empowerment and equal representation at all levels of decision-making; (Underscoring ours)
- i. Ensuring respect for and promotion and protection of the rights of children; (Underscoring ours)

- j. Ensuring free flow of information at all levels and enhancing access thereto;
- k. Increasing transparency and accountability in governance; (*Underscoring ours*)
- l. Eliminating all forms of racism, racial discrimination, xenophobia and related intolerance; (*Underscoring ours*)
- m. Advancing understanding, tolerance and solidarity among all civilizations, peoples and cultures, including towards ethnic, religious and linguistic minorities; (*Underscoring ours*)

Article 4

“Education at all levels is one of the principal means to build a culture of peace. In this context, human rights education is of particular importance. (*Underscoring ours*)

Article 5

“Governments have an essential role in promoting and strengthening a culture of peace. (*Underscoring ours*)

Article 6

“Civil society needs to be fully engaged in fuller development of a culture of peace. (*Underscoring ours*)

Article 7

“The educative and informative role of the media contributes to the promotion of a culture of peace. (*Underscoring ours*)

Article 8

“A key role in the promotion of a culture of peace belongs to parents, teachers, politicians, journalists, religious bodies and groups, intellectuals, those engaged in scientific, philosophical and creative and artistic activities, health and humanitarian workers, social workers, managers at various levels as well as to non-governmental organizations. (*Underscoring ours*)

Article 9

“The United Nations should continue to play a critical role in the promotion and strengthening of a culture of peace worldwide. (*Underscoring ours*)

While the campaign was clearly in tune with United Nations General Assembly Resolution 53/243 - Declaration on a Culture of Peace, it limited to “foster a culture of peace through education” and thus focused on the following actions at the national level stipulated in the Programme of Action on a Culture of Peace:

“(b) Ensure that children, from an early age, benefit from education on the values, attitudes, modes of behaviour and ways of life to enable them to resolve any dispute peacefully and in a spirit of respect for human dignity and of tolerance and non-discrimination;

“(c) Involve children in activities designed to instill in them the values and goals of a culture of peace.”

Thorough Assessment by National Security Council

On November 23, 1999, Assistant Director-General **Job A. Mayo, Jr.** wrote to the Project Organizer for the Director-General of the National Security Council:

“We appreciate your effort for the “Di-Yes for Peace campaign with such a noble cause and vision for a national consensus for peace. The government is encouraging the participation of all sectors nationwide for peace and advocacy. After a thorough assessment of your program, may we encourage you to generate more support from NGOs, church groups, media, and civic organizations to gain more social desirability.”
(*Underscoring ours*)

In other words, Assistant Director-General Mayo said, “You are all clear to continue doing what you have been doing! Go ahead and get the support of other non-government institutions.”

The letter increased the confidence of the Project Organizer and all those behind the campaign that nothing in the process that they are undertaking is against the law and that they can freely go around the country without fear that they may be subjected to any form of harassment from security forces.

However, it became apparent that no funding can be expected from the government. Funding for the should be generated from the private sector even as the government has been spending millions of pesos in advocating for direct people’s participation through forums and symposiums that are very expensive per capita compared to the campaign which will cost only **PhP1.814 per respondent.**

Manifesto 2000 for a Culture of Peace and Non-Violence

On March 4, 2000, a group of Nobel Peace Prize laureates namely Mairead Corrigan Maguire (Northern Ireland), Rigoberta Menchú Tum (Guatemala) and Adolfo Pérez Esquivel (Argentina), with the help of

UNESCO, launched the "Manifesto 2000 for a Culture of Peace and Non-Violence" within the framework of preparations for the International Year for the Culture of Peace in the year 2000 in the presence of UNESCO Director-General Federico Mayor and other personalities.

As defined by the United Nations, "Culture of Peace" is a "set of values, attitudes, modes of behavior and ways of life that reject violence and prevent conflicts by tackling their root causes to solve problems through dialogue and negotiation among individuals, groups and nations."

Following is the full text of the Manifesto inspired the Project Organizer to keeping moving on despite the daunting challenges encountered in dealing with the government:

"The year 2000 must be a new beginning for us all. Together we can transform the culture of war and violence into a culture of peace and non-violence. This demands the participation of everyone. It gives young people and future generations values that can inspire them to shape a world of dignity and harmony, a world of justice, solidarity, liberty and prosperity. The culture of peace makes possible sustainable development, protection of the environment and the personal fulfilment of each human being. Recognizing my share of responsibility for the future of humanity, especially for today's children and those of future generations, I pledge - in my daily life, in my family, my work, my community, my country and my region - to:

1. "**respect the life** and dignity of every person without discrimination or prejudice;
2. "**practise active non-violence**, rejecting violence in all its forms: physical, sexual, psychological, economical and social, in particular towards the most deprived and vulnerable such as children and adolescents;
3. "**share my time and material resources** in a spirit of generosity to put an end to exclusion, injustice and political and economic oppression;
4. "**defend freedom of expression and cultural diversity**, giving preference always to dialogue and listening rather than fanaticism, defamation and the rejection of others;

5. “**promote consumer behaviour that is responsible** and development practices that respect all forms of life and preserve the balance of nature on the planet;
6. “**contribute to the development of my community**, with the full participation of women and respect for democratic principles, in order to create together new forms of solidarity.

The general and specific objectives, goals and values being espoused by the Di-YES FOR PEACE – Bayanihan para sa Kapayapaan campaign are in synch with the "Manifesto 2000 for a Culture of Peace and Non-Violence".

International Decade for a Culture of Peace and Nonviolence for the Children of the World, 2001 - 2010

On November 29, 2000 the United Nations General Assembly adopted Resolution 55/47 - “International Decade for a Culture of Peace and Nonviolence for the Children of the World, 2001 - 2010” during its 174th meeting. The Resolution states:

*“Reaffirming the Declaration (Resolution 53/243 A) and Programme of Action (Resolution 53/243 B) on a Culture of Peace, recognizing that they serve, *inter alia*, as the basis for the observance of the Decade, and convinced that effective and successful observance of the Decade throughout the world will promote a culture of peace and non-violence that benefits humanity, in particular future generations... (Underscoring ours)*

“Invites Member States to place greater emphasis on and expand their activities promoting a culture of peace and non-violence, in particular during the Decade, at the national, regional and international levels and to ensure that peace and non-violence is fostered at all levels; (Underscoring ours)

“Invites civil society at the local, regional and national levels to widen the scope of their activities to promote a culture of peace and non-violence, engaging in partnerships and sharing information, thus contributing to a global movement for a culture of peace, and encourages civil society, including non-governmental organizations, to further the objectives of the Decade by adopting their own programme of activities to complement the initiatives of Member States, the organizations of the United Nations system and other global and regional organizations; (Underscoring ours)

“Stresses the importance of the media and of new information and communications technology in further

promoting a culture of peace and non-violence, especially among children and young people;” (Underscoring ours)

Ouster of President Joseph Ejercito Estrada

On January 20, 2001, Filipinos from different walks of life, ideologies, political affiliations and religious beliefs showed the world that they can transcend these and unite. They bonded together to force popularly elected PJEE whom they perceived to be incompetent, abusive and corrupt to leave his office.

Notably, beyond reports, support statements, proposed implementation plans, and budget proposals of participating government institutions that were simply ignored and not acknowledged, the campaign practically stood still during the Estrada administration. No responses to the campaign were generated from July 1, 1998 to January 20, 2001.

The tap in the back for those who pitched-in the development of the campaign is the fact that its philosophical foundations are sound and in consonance with both national and international policy declarations that sustained the impetus for the campaign to move on.

Indeed, Di-YES FOR PEACE – Bayanihan para sa Kapayapaan is a wonderful dream. However, it has thus far remained to be a dream.

For the dream to be a reality, the challenge was daunting: Find ways and means to implement it without government funding and the reluctance of the private sector to frontally challenge the armed groups out of fear of reprisals.