

03 March 2020

ADMINISTRATIVE ORDER
No. 05-20
Series of 2020

SUBJECT : AMENDMENT TO ADMINISTRATIVE ORDER NO. 09-19 ON THE CAMPAIGN STRATEGY FOR THE PHILIPPINES' CANDIDATURE FOR RE-LECTION TO THE INTERNATIONAL MARITIME ORGANIZATION (IMO)

In the interest of the service and to respond to the Council Reforms in the IMO and the results of the performance assessment of Administrative Order No. 09-19, amendments are hereby adopted as follows:

A. CONCEPTUAL FRAMEWORK



B. IMPLEMENTATION PHASE

ACTIVITIES	TIMELINES	OPR
A. PREPARATORY ACTIVITIES		
1. Approval of the MARINA Board for the Philippines' candidature to the IMO Council Category C for Biennium 2020-2021 on its 273 rd Regular Meeting	December 2019	Overseas Shipping Service (OSS)/MARINA Board

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2. Coordination with DFA UNIO and MOAO of the approval of the MARINA Board to the Philippines' candidature and request for support to intensify the campaign	January 2020	OSS
B. RECIPROCITY		
1. Close coordination with the DFA-United Nations and International Organizations (UNIO) and Maritime Oceans Affairs Office (MOAO) to request Philippine Embassies to work closely with maritime authorities and counterparts in other Member States and present the Philippines' programs, projects and accomplishments in the IMO to gather reciprocal support from different IMO Member States • Power point presentation for PH diplomatic corps	January 2020 until October 2021 before the Council elections	Office of the Administrator (OAdm)/ OSS with Public Affairs Digital Media Office (PADMO) for the collaterals (Power Point, brochures, Audio-Visual Presentation)
2. Coordination with Office of the President, House of Representatives Committee on Transportation, DFA, DOTr and other maritime agencies to spearhead and support the campaign		OAdm/OSS with Office of the President (OP), Department of Foreign Affairs (DFA), House Committee on Transportation (HCOtr)
C. VISIBILITY		
1. Attendance and active participation to IMO meetings	IMO meetings scheduled for the year	Permanent Mission in London, Maritime Attaché (MA), Technical Adviser on Maritime Affairs and designated members of MAGIC and ICCRIMC
2. Drafting of comments/ interventions and position papers to IMO documents and thematic concerns of IMO as well as conduct of pre and post delegation meetings	Depending on implementation plan of the Groups for the scheduled IMO meetings for the year	MARINA and designated focal points/Cluster Groups

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3. Video presentation of the Philippine Maritime and tourism industry	To be presented during Plenary Meeting and hosting of coffee breaks of identified meetings	OAdm/ PADMO, Maritime Attaché in coordination with the Department of Tourism
4. Audio Visual Presentation/ Power point presentation for PH diplomatic corps	To be presented during Plenary Meeting and hosting of coffee breaks of identified meetings	OAdm/ PADMO, Maritime Attaché, DFA
5. Preparation of a speech, for the MARINA Administrator or DOTr Secretary in plenary during the IMO Committee or Sub-Committee meetings, if necessary	Before the scheduled IMO Committee of Sub-Committee meeting	OSS in coordination with DFA
6. Invite DOTr Secretary or DFA Secretary to attend the IMO Meetings	Three (3) months before the scheduled IMO Assembly	OAdm/OSS with DFA
7. Preparation of the Philippine Statement and other talking points to be delivered by the DOTr Secretary or his official representative during the IMO Assembly and Council Meetings	Two (2) months prior the IMO Assembly	OAdm/OSS with DFA
8. Preparation of a letter of support on the Philippines' commitment for the IMO Secretary General	During the 1 st IMO Council Meeting for the year	OAdm/MA
9. PH to become a key player in south-south cooperation		Concerned MARINA service unit in coordination with DFA
10. PH as lead on the role of women in ocean governance		DFA in coordination with WIMA-MARINA chapter
11. Support for the IMO Regional Presence		OAdm/OSS in coordination with other government agencies and IMO Regional Presence Office

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D. BILATERALS/MULTILATERALS		
1. Follow through of the Philippines' proposals for bilateral agreement on Merchant Shipping and Memorandum of Agreement on Recognition of Certificates to cover 100 countries through the DFA's Maritime and Ocean Affairs Office and other DFA geographic divisions	January to October	OAdm/STCW Office/OSS
2. Promote the Philippine bid for re-election in Joint Committee for Maritime Affairs meetings with other Member States		
3. Strategic bilateral engagement		Concerned MARINA service unit in coordination with DFA
4. Coordinated PH engagement in regional and multilateral fora		MARINA in coordination with relevant agencies
E. MANGO DIPLOMACY		
1. Preparation of campaign brochure materials/kits, to include newsletter and Frequently Asked Questions (FAQs)	January to February	OSS/PADMO
2. Procurement of souvenirs promoting Filipino products like mangoes, coffee, banana chips and tokens	January	OSS/MFAS
3. Sending of campaign materials through diplomatic pouch in coordination with DFA, MOAO	April and September	OSS/MFAS/Maritime Attaché in coordination with DFA MOAO
4. Distribution of campaign kits and tokens	Depending on the schedule of IMO meetings and other international meetings	OAdm/STCW Office, OSS and attendees to the meeting in coordination with the Philippine Embassy in London and DFA
5. Hosting of meals (to be coordinated with the Maritime Attaché, Department of	IMO Assembly, Council, Committee, Sub-	OAdm/OSS/MFAS/MA

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Foreign Affairs and Philippine Embassy in London for the schedule)	committee and other meetings	
6. Attendance to receptions or sponsorship of other Member States	Depending on the schedule of said receptions for the year	Permanent Mission in London, Maritime Attaché (MA) and members of MAGIC and ICCRIMC
7. Procurement of a standee banner during the hosted IMO meals	Depending on the hosted meal during IMO meeting	OSS/MA/MFAS
8. Issue Press Release on the Philippines' re-election to the IMO Council, Category C	March, June, September	DFA/OAdm/PADMO/OSS
9. Deliver a speech in plenary during the 2 nd IMO Assembly for the year	November-December	DFA or DOTr/OAdm/MA
F. POST ASSESSMENT ACTIVITIES		
1. Assessment of the campaign strategy	After the Council elections	OAdm/OSS

This Order shall take effect immediately.

VADM NARCISO A VINGSON JR
 Officer-in-Charge
 Office of the Administrator