



## MARITIME INDUSTRY AUTHORITY

### ADMINISTRATIVE ORDER

No. 23 - 21

Series of 2021

**SUBJECT : CAMPAIGN STRATEGY FOR THE PHILIPPINES' CANDIDATURE FOR RE-ELECTION TO THE COUNCIL OF THE INTERNATIONAL MARITIME ORGANIZATION (IMO) IN CASE OF FORTUITOUS EVENT SUCH AS PANDEMIC**

**DATE : SEP 28 2021**

In the interest of service and in view of the Philippines' candidature for re-election to the International Maritime Organization (IMO) Council in case of fortuitous event or *force majeure* and extraordinary circumstances such as the pandemic, the following guidelines shall be adopted:

#### I. OBJECTIVES

This Administrative Order shall operate in light of the following objectives:

1. Institutionalize a mechanism to ensure the success of the Philippines' candidature for re-election to the International Maritime Organization (IMO) Council for every biennium despite fortuitous event and extraordinary circumstances;
2. Endow the concerned service units and relevant Offices with the responsibility and involvement in the Philippines' campaign by providing the action plan, OPRs and budget.

#### II. STRATEGY FOR CAMPAIGN

This Administrative Order seeks to adopt a whole-of-government approach or "One-Country Team Approach" with reference to Administrative Order No. 09-19, series of 2019.

"One-Country Team Approach" (OCTA) is a strategy wherein all officers, representatives, and personnel of the Philippine Government posted abroad shall, in each host country, act as one-country team with a mission under the leadership of the Ambassador, who shall act as team leader<sup>1</sup>.

For purposes of this Administrative Order, the OCTA shall be guided by the four (4) strategies stated under AO 09-19 such as, Visibility, Reciprocity, Bilaterals

<sup>1</sup> <https://athenspe.dfa.gov.ph/philippine-overseas-labor-office-polo>



and Mango Diplomacy. Adapting to the recognized international policies and recent developments, this Administrative Order introduces a variation to the fourth strategy.

### **E-Campaign Diplomacy**

E-Campaign Diplomacy, a derivative of "Mango Diplomacy", is a means to enhance the strategies through electronic distribution of collaterals primarily, to promote the Philippine maritime industry, anything incident thereto, such as name recall. Acting under OCTA, the MARINA, DFA, and other maritime agencies are encouraged to provide collaterals for distribution to Foreign Service Posts, IMO and other international meetings. It may likewise include audio visual presentations (AVPs), e-campaign brochures with one-page summary and tokens which shall be consistent with IMO Resolution A.1136 (31) entitled "*Ethical Consideration and Guidelines for Conduct of IMO Council Election Campaigns.*"

#### **a. Implementation Phase**

In relation to the strategies enumerated in Item II, the activities identified under Item IV Paragraph b of Administrative Order No. 09-19, series of 2019, are hereby adopted, except those which fall under the Mango Diplomacy.

In lieu therefore, the following activities shall constitute the E-Campaign Diplomacy:

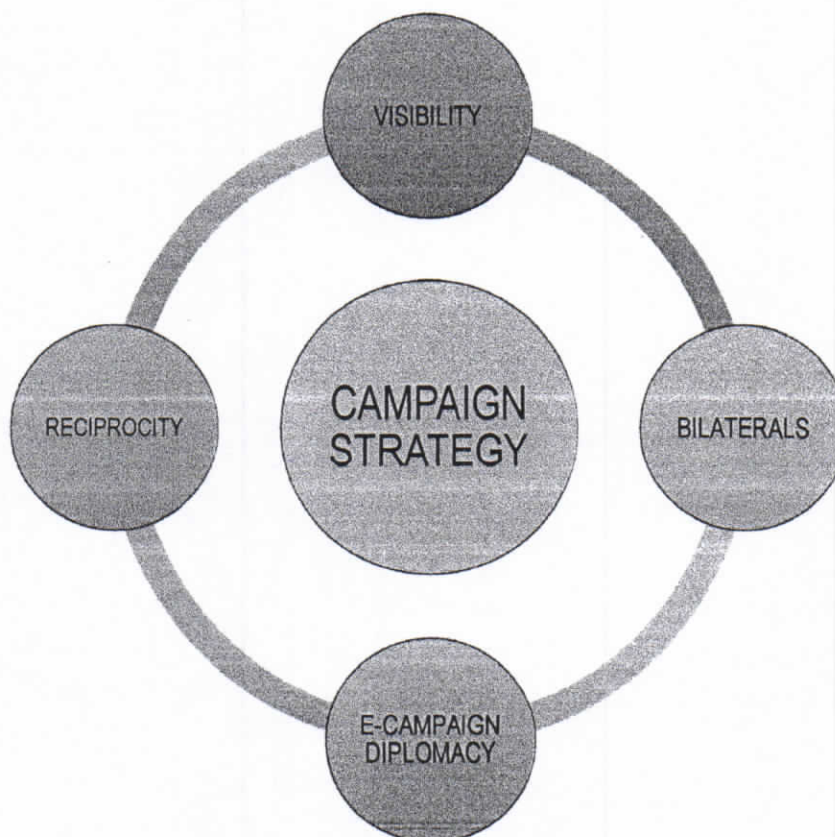
ACTIVITIES	TIMELINES	OPR
<b>E-CAMPAIGN DIPLOMACY</b>		
1. Preparation of e-campaign brochure with one-page summary and audio-visual presentation (AVP)	February to September	OSS/PADMO
2. Procurement of tokens promoting Filipino culture/products	March to September	OSS/MFAS
3. Sending of campaign materials through diplomatic pouch in coordination with DFA, MOAO	October to November	OSS/MFAS/Maritime Attaché (MA) in coordination with DFA- MOAO



4. Distribution of campaign kits and tokens	November to December	Maritime Attaché (MA)/ P.E London
5. Issue Press Release on the Philippines' re-election to the IMO Council under Category C	December	DFA/OSS/PADMO
6. Deliver a speech in plenary during the IMO Assembly for the year or virtually in case of fortuitous event	December	DFA or DOTr/OADM/MA

All Service Directors are hereby directed to perform their assigned functions and responsibilities based on this Administrative Order.

**b. Conceptual Framework**





**c. Post-assessment Phase**

The DOTr and MARINA will conduct the post-evaluation activity after the election of the IMO Council through a meeting to assess the result of the election and lessons learned during the campaign, among others. Said meeting will be undertaken through the Multi-Advisory Group on IMO Concerns (MAGIC) or Inter-Agency Committee on the Ratification and Implementation of Maritime Conventions (ICCRIMC) mechanism.

**III. ADMINISTRATIVE REQUIREMENTS**

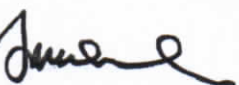
For Fiscal Year 2021, all expenses necessary and allowable for the operationalization of this Order shall be drawn against the existing budget of MARINA in accordance to the usual accounting and auditing rules and regulations. Requirements for the succeeding years shall be contingent upon the cessation of fortuitous event *and extraordinary circumstances*.

**IV. SUPPLETORY APPLICABILITY**

This Administrative Order shall be suppletory to the provisions of the Administrative Order No. 09-19. The latter, and its amendment, insofar as they are applicable, shall remain effective.

**V. EFFECTIVITY**

This Administrative Order shall take effect immediately.

  
**VADM ROBERT A EMPEDRAD AFP (Ret)**  
Administrator

PCJ/JLH/MKHHV