



MEMORANDUM

TO : All BLGF Central and Regional Officials and Employees

FROM : CONSOLACION Q. AGCAOILI
Executive Director

SUBJECT : **2025 National Women's Month Celebration (NWMC)**

DATE : February 24, 2025

Pursuant to the Philippine Commission on Women (PCW) Memorandum Circular No. 2025-01, dated February 3, 2025, and the Department of Finance Memorandum, dated February 19, 2025, all BLGF Central and Regional Office officials and employees, are hereby enjoined to participate and initiate activities for the National Women's Month Celebration (NWMC) for the whole month of March 2025.

1. Legal Bases. The NWMC for 2025 adheres to the following legal bases:
 - Proclamation No. 224, s. of 1988 - Declaring the first week of March each year as Women's Week and March 8 as Women's Rights and International Peace Day;
 - Proclamation No. 227, s. of 1988 - Observance of the Month of March as Women's Role in History Month; and
 - Republic Act No. 6949 (1990) - Declaring March 8 of every year as National Women's Day.

In addition, the country also celebrates the Girl Child Week and the Women with Disabilities Day within the NWMC in accordance with the following:

- Proclamation No. 759, s. of 1996 - Declaring every fourth week of March as the Protection and Gender-Fair Treatment of the Girl Child Week. This underscores the necessity to afford every girl under the age of eighteen (18) equal opportunities and sufficient protection, preparing her for her role in community development; and
- Proclamation No. 744, s. of 2004 – Declaring the last Monday of March of every year as Women with Disabilities Day to advocate for the safeguarding and integration of women with disabilities into society, ensuring they receive equal rights in legal matters and across all facets of human pursuits.

2. Theme. With the goal of fostering a society where all women have equal rights, power, and opportunities, the 2025 NWMC carries the sub-theme: "Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas". This reinforces the core objective of RA 9710, or the Magna Carta of Women—to empower women, promote gender equality, and ensure equitable access to resources and opportunities.

This year's focus will continue to support the administration's brand of governance and leadership, aligning with the rallying cry for an all-inclusive plan for economic and social transformation. We reaffirm our commitment to building a "Bagong Pilipinas"—a nation where women have equitable opportunities, free from gender biases and discriminatory stereotypes.

The phrase “Babae sa Lahat ng Sektor, Aangat ang Bukas” embodies a sense of optimism and hope, symbolizing a future where women’s lives are truly uplifted. It reflects the commitment to translating gender equality efforts from policy into tangible, meaningful changes in the lives of women. This vision seeks to ensure that all women, particularly those from underserved communities and marginalized sectors, reap the benefits of gender equality in their daily lives. By prioritizing these groups, the 2025 NWMC emphasizes the need for inclusive progress, ensuring that no woman is left behind in the journey toward equal opportunities and empowerment.

The NWMC provides a vital opportunity for everyone to reflect on and challenge the deeply rooted gender norms and biases, particularly those that contribute to the marginalization of women from underserved communities. This annual observance serves as a platform to identify and transform practices, beliefs, and societal expectations that reinforces gender inequality. By fostering discussions, advocating for policy changes, and promoting gender-fair practices, the celebration encourages a cultural shift that ensures that women from all sectors have equal access to opportunities, resources, and the full recognition of their rights. Through collective action, we can reexamine and reshape traditional norms that limit women’s roles and contributions, creating an environment where every woman’s potential is acknowledged, valued, and fully supported regardless of her background or circumstances.

The celebration also highlights the crucial role of men as allies in dismantling systemic barriers and fostering an inclusive society. Together, these efforts aim to make gender equality a reality for all women in the Bagong Pilipinas.

3. Objectives. This year’s NWMC is guided by the following general objectives in the planning of activities:

- Increased awareness and advocacy for gender equality resulting in greater recognition of women’s equal rights, power, and opportunities across all sectors;
- Enhanced inclusion of marginalized and vulnerable sectors of women, including indigenous women, rural women, and women with disabilities, among others, through targeted initiatives that ensure their participation and access to programs and resources promoting inclusive development;
- Strengthen multi-sectoral collaboration with national government agencies (NGAs), local government units (LGUs), non-governmental organizations (NGOs), civil society organizations (CSOs), private sector, and other stakeholders leading to improved policies, access to services, and sustainable opportunities for women; and
- Improved policies and gender-responsive governance, ensuring sustainability of gender equality efforts beyond 2025.

4. PCW-led activities. Stakeholders are encouraged to participate in or support the activities organized by the PCW in celebration of the 2025 NWMC:

- National Women’s Month Celebration Kick-off Event – An onsite kick-off event will take place on March 5, 2025, featuring a trade fair and booths offering various services to women, particularly from marginalized sectors. These services will include medical services, legal consultation, and other essential services aimed at empowering women. The trade fair will showcase products from women-owned and women-led micro, small and medium-sized enterprises (MSMEs).
- Threads of Empowerment: Weaving Women’s Stories – A year-long initiative that features a symbolic patchwork tapestry, showcasing the diverse stories and challenges of women across the Philippines. Each government body or women’s group from various regions in the country will contribute a unique design reflecting a specific advocacy or issue, weaving together a collective tapestry of women’s experiences and aspirations.

- International Women's Day Celebration: Herstory – As part of PCW's 50th anniversary celebration, an online viewing of the PCW HerStory video documentary will be held. The documentary highlights PCW's 50-year journey of leading progress, championing women, and weaving a brighter future for Bagong Pilipinas.
- Pakigduyog: Women's Summit – Organized by the PCW-North Mindanao Field Office, the third Pakigduyog: Women's Summit will be held in Butuan City, Region XIII (Caraga). The event will feature a one-stop shop with booths set up by government agencies offering free services to participants, women's bazaar showcasing products by women-owned and women-led MSMEs, commitment pledge to affirm participants' support for gender equality and women's empowerment, and breakout sessions led by various government agencies focusing on lectures and workshops on accessible housing options, mental health, financial literacy, cybersecurity awareness, and others.
- #JuanaSays 2025 – Now on its 11th year, #JuanaSays campaign will feature statements from women across all walks of life, particularly those from marginalized sectors. It aims to raise awareness on the specific challenges these women wish to highlight, spark meaningful conversations, inspire action, and foster a deeper understanding of the challenges women face in society.
- WEcanbeEquALL – Mobilizing support for the cause of gender equality, the online campaign aims to express our optimism that #WEcanbeEquALL. This hashtag encourages Women and Everyone (WE) to advocate for equality and inclusivity, ensuring that all individuals—regardless of gender, ability, status, or circumstances—receive the respect and rights they deserve. With the rallying cry #WEcanbeEquALL, no one should be left behind.
- 2025 NWMC Sticker Pack – A digital collection of stickers featuring empowering messages about gender equality and women's empowerment. These stickers serve as a powerful means to inject positivity into daily digital interactions while promoting the core values of equality and empowerment. Users can effortlessly incorporate these stickers into their conversations, sparking awareness and encouraging discussions on the critical issue of gender parity.

5. Suggested activities for stakeholders. PCW calls on all stakeholders to organize meaningful and relevant activities that directly engage marginalized sectors, as outlined in the Magna Carta of Women. These activities should align with the central theme and sub-themes of the 2025 NWMC and the GAD objectives. Potential activities may include:

- NWMC-themed Flag Raising Ceremony – We are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies during the last week of February and the first week of March (or on other relevant dates). It is strongly recommended that the All-Women Cast Lupang Hinirang music video be featured in NWMC events. The video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.
- For GAD Focal Point System (GFPS) Members – Members of the GFPS from agencies tasked with empowering women and girls in marginalized sectors are invited to participate in the onsite event on March 5, 2025. Further updates with specific details will be posted on the NWMC webpage.
- Bawat Sektor ng Kababaihan laangat! – Under the rallying call to “leave no one behind”, stakeholders are encouraged to organize interactive activities that address the specific issues and concerns of marginalized women. Stakeholders may consider the following suggested activities/events:

- Sector-specific dialogues and forums - Inviting representatives from marginalized sectors, gender experts, and advocates to provide insights on empowering women in underrepresented communities and tackling their unique challenges.
- Conduct workshops for inclusion and equality - Conduct of onsite or online workshops on topics, which includes but is not limited to leadership development, financial literacy, digital literacy, mental health and livelihood skills.

Facilitate small-group discussions to reflect on the importance of inclusion and equality across all sectors of society. This hands-on approach not only raises awareness but actively engages stakeholders in amplifying the voices of marginalized women and creating a supportive environment for their empowerment.

- Cultural celebration and awareness events - Host art exhibits, storytelling sessions, or performances that showcase the traditions, identities, and contributions of marginalized women. Organize food and craft fairs featuring products made by marginalized women to highlight their economic and cultural significance.
 - Community engagement and co-creation sessions - Arrange visits to communities of marginalized women to understand their challenges better and gather input for policy recommendations. Use these sessions to co-create solutions and ensure stakeholders' interventions are responsive to real needs.
 - Interactive online campaigns - Launch social media initiatives encouraging marginalized women to share their stories, host webinars with inspiring women leaders from marginalized sectors to discuss empowerment strategies and highlight and celebrate the achievements of women leaders from marginalized communities.
- GAD Forum / GAD Agenda Setting - We are encouraged to hold onsite, virtual, or hybrid activities that address gender issues within their scope, aligned with their respective mandates. These initiatives can focus on tackling gender-related challenges and assessing internal concerns that require immediate attention. Through GAD agenda setting, NGAs and LGUs can reflect on their GAD journey and strategically plan future initiatives to promote gender-responsive governance. This approach aims to enhance the well-being of both their clients/constituents and internal stakeholders.
 - #GADtoKnow - We are encouraged to create, circulate, and/or disseminate information materials (both online and in print) that showcase their gender-responsive programs and services for women. These materials should include simplified steps and requirements for women to access these services. Additionally, participating agencies and stakeholders are urged to develop and distribute various Information, Education, and Communication (IEC) materials related to the NWMC and relevant women-related laws. Agencies can access these information materials at <https://library.pcw.gov.ph>.
 - Our Women's Month Stories – As PCW celebrates its 50th anniversary and continues to build its #PCW50 HerStory, we are encouraged to share their NWMC stories through photos, videos, or other forms of media on their social media platforms. Reflecting on how they have celebrated Women's Month through the years, these stories will not only showcase their ongoing

commitment to gender equality but also highlight how the celebration empowers their agency and inspires others to join the movement.⁴

- 2024 NWMC banner of support – Show that you are for gender equality and inclusive society! Exhibit the NWMC banner prominently in front of your offices, landmarks, and other designated areas. In addition, upload the digital version to your agency's or organization's official website and social media accounts.
- #PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile – Show your commitment to women's empowerment and gender equality by wearing purple every Wednesday throughout March. Extend your support by illuminating offices, landmarks, and public spaces with purple elements as a tribute to women and their invaluable contributions to society. Join the online movement by updating your profile picture with PCW's official frame through #PurpleYourProfile, helping to amplify awareness and engagement in digital spaces. These simple yet impactful actions not only celebrate women but also sparks conversations about Women's Month.
- Musika ng Kababaihan Fridays (#MNKFridays) – Tune into gender equality through melodies and harmony! Every Friday throughout March, share the empowering songs from the MusikJuana Songwriting Contest and other PCW advocacy tunes in office spaces, public and private establishments, parks, and across social media platforms. Let these anthems of women's empowerment inspire action and amplify the message of gender equality: <https://library.pcw.gov.ph/search/?q=musikjuana>.
- Offer your own "Serbisyo para kay Juana" – Public and private entities that provide direct services, transactions, and products to the public may choose to extend gestures of appreciation to women and girls on IWD (March 8) and throughout March. These tokens may include freebies, discounts, priority lanes, and other special promotions in honor of the celebration. These events can serve as platforms to showcase initiatives and programs aimed at empowering women. Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW's official announcements are invited to fill out the form on the NWMC webpage.
- Coordination with regional and local GAD mechanisms – Government agencies may facilitate inter-agency efforts to enhance the implementation and monitoring of key legislation, including the Magna Carta of Women and other laws on women's rights and GAD. Strengthening cooperation at regional and local levels ensures a more cohesive and effective approach to advancing gender equality and empowering women in their communities.
- Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration – Everyone is encouraged to join the Girl Child Week, observed every fourth week of March, which is led by the Council for the Welfare of Children (CWC), as well as the Women with Disabilities Day celebration spearheaded annually by the National Council on Disability Affairs (NCDA).
- Use the official collateral designs released by PCW – We are encouraged to use the official branding design released by PCW for the 2025 NWMC. The branding guide, standard banner, and sample collateral designs are available for download on the NWMC webpage.

- Use the official hashtag: #WEcanbeEquALL – We are invited to use this hashtag to express their dedication, showcase their activities, engage in online conversations, and share their commitments and action plans for advancing gender equality and fostering an inclusive society.
- Support PCW's online advocacy – Maximize the digital sphere to amplify the advocacy by promoting PCW's official social media accounts and creating NWMC campaigns tailored to our agency using the 2025 NWMC digital collaterals.
- Be featured in the NWMC Calendar of Activities and Activity Photos – We are encouraged to share the details of our planned activities with the Commission for inclusion in the NWMC Calendar of Activities. Additionally, we are invited to submit photos of their events for potential posting on PCW's Facebook page, pending review and compliance with deadlines. Activity lineups and photos can be submitted via the links provided on the NWMC webpage.

6. BLGF-led activities. In support to the 2025 NWMC, BLGF shall undertake the following activities:

- Display of 2025 NWMC banner of support – To join the promotion of the 2025 NWMC, the NWMC banner shall be displayed at the BLGF Central and Regional offices, landmarks, and other designated areas for the whole month of March. The branding guide, standard banner, and sample collateral designs may be downloaded through this link: <https://bit.ly/3F6MnMJ>. Likewise, a digital banner shall also be displayed in all desktop computers and laptops of BLGF employees including TV monitors.
- NWMC-themed Flag Raising Ceremony –The kick-off activity of the Bureau for the 2025 NWMC is on March 3, 2025. BLGF Regional Office No. VII as the host of the flag ceremony, shall integrate NWMC announcements, reminders, messages, and the use of All-Women Cast Lupang Hinirang during the flag ceremony on all Mondays of March.
- #PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile – On all Wednesdays of March (March 5, 12, 19, and 26), BLGF personnel are encouraged to wear the NWMC purple shirts to signify support for gender equality and women's empowerment.
- GAD-themed Film Showing – To support the NWMC campaign, the BLGF GAD Focal Point System (GFPS), both of the Central and Regional offices, shall take the lead in organizing this activity to enhance awareness of GAD issues in the society within the month of March 2025.
- Webinar on Gender-Specific Concerns on Mental Health – The BLGF Central office GFPS, in coordination with the Administrative Division shall organize a webinar highlighting topics on gender-specific issues on mental health of women and men. This will be conducted within the month of March 2025 to be participated by all BLGF Central and Regional officials and employees.
- Health and Wellness for BLGF employees – BLGF Central office will be conducting health and wellness activities on March 28, 2025. Likewise, BLGF Regional offices are hereby enjoined to adapt said activities. Recommended activities may include free eye check-ups, medical consultations, pampering services, and more.

7. Use of GAD Budget. The NWMC is organized as an annual advocacy event, in line with existing legal and GAD mandates. This initiative seeks to raise public awareness on women's issues and recognize the vital contributions of women in society. This Bureau may allocate expenses for the NWMC from their GAD Budget and include them in their GAD Accomplishment Reports, provided that all activities are aligned with the theme, objectives, and focus area outlined in the PCW's guidelines and fall within the mandate of this Bureau.

For guidance and strict compliance.



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