



NATIONAL ELECTRIFICATION ADMINISTRATION

"The 1st Performance Governance System-Institutionalized National Government Agency"
57 NIA Road, Government Center, Diliman, Quezon City 1100



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13 July 2020

MEMORANDUM No. 2020-035

TO : ALL ELECTRIC COOPERATIVES

SUBJECT : 11th National Electrification Awareness Month (NEAM) celebration

Proclamation No. 1743 signed on March 16, 2009 declared August of every year as National Electrification Awareness Month (NEAM). This year, NEAM will be on its 11th year with the theme: "*Charging for the Future, Moving for a Resilient Rural Electrification (RE) Program*". It will coincide with the celebration of NEA's 51st Anniversary and the implementation of the Rural Electrification Program (REP) for more than five decades.

In commemoration of these occasions, NEA will be holding activities which will intensify communication of what the REP has attained in the past 51 years through online platforms.

The Electric Cooperatives (ECs), as NEA's partners, play a key part in raising the awareness of their customers through the various information and communication channels available.

In view of the above, we enjoin all ECs to actively participate in the celebration of NEAM through the following initiatives:

- 1) Organizing related activities;
- 2) Promoting said activities to the EC's social media page and sharing them to the NEA's FB page, @OfficialNEA
- 3) Supporting NEA's information dissemination campaigns by Liking and Sharing NEA's social media pages; and
- 4) Posting/displaying tarpaulins/banner in the EC's respective offices

In addition, we encourage the participation of all EC information and communication officers, in partnership with the League of Information and Communication Officers Nationwide (LEXICON), to mobilize and hold activities that will make the celebration of said occasions successful.

The template of the NEAM tarpaulin/banner is downloadable from the NEA website at www.nea.gov.ph. Further, may we earnestly request you to enjoin public/government offices, commercial and industrial member-consumer-owners (MCOs) in your area coverage to participate in the celebration through the display of NEAM tarpaulin/banner.

For any other query, you may contact the Corporate Communications and Social Marketing Office (CCSMO) at Telephone No. 8929-2237 or 8929-1909 Local 153.

We look forward to your continued support in this undertaking.


EDGARDO R. MASONGSONG
Administrator

cf.: EC-GMs/ISD Managers/Lexicon Officers

NATIONAL ELECTRIFICATION
ADMINISTRATION
Office of the Administrator



NEA-OA26527C

#7/14/20

coop logo

Coop name

joins the

NATIONAL ELECTRIFICATION ADMINISTRATION

in its celebration of

11th NATIONAL ELECTRIFICATION AWARENESS MONTH

Theme:

"Charging for the Future: Moving for a Resilient Rural Electrification (RE) Program"

AUGUST 2020



 fb.me/OfficialNEA

 [@nea_ph](https://twitter.com/nea_ph)

 www.nea.gov.ph