



MEMORANDUM ORDER

No. 001 sgr
Series of 2020

NOV 10 2020

SUBJECT : POLICY ON THE USE OF GENDER-FAIR IMAGES, CONTENT, AND LANGUAGE IN FORA, MEDIA MATERIALS, OFFICIAL DOCUMENTS, COMMUNICATIONS, AND ISSUANCES

Pursuant to Republic Act 9710 or the Magna Carta of Women, which enforces that the State must endeavor to “raise the consciousness of the general public in recognizing the dignity of women and the role and contribution of women in the family, community, and the society through the strategic use of mass media”, and in line with the Civil Service Commission (CSC) Memorandum Circular (MC) Number (No.) 12, s. 2005 (Use of Non-Sexist Language in All Official Documents, Communications, and Issuances), and Department of Environment and Natural Resources (DENR) Memorandum No. 2019-496 (Use of Gender-Fair Language), the following policy guidelines in the use of gender-fair images, content, and language in NAMRIA fora, media, official documents, communications, and issuances shall be adopted:

Section I. Scope

This memorandum order (MO) shall cover all agency fora, Information, Education, and Communication (IEC) materials, media content, official documents, communications, and issuances.

Section II. General Guidelines

All officials and employees shall exert conscious efforts to avoid implicit and explicit discriminatory language against women or men, and shall use (a) gender-equality standards in the production and posting of NAMRIA IEC materials; and (b) non-sexist language in all fora, official documents, communications, and issuances and in common day-to-day activities and work interactions.

Section III. Specific Guidelines

A. Guidelines in Media Content

To ensure gender sensitivity in all IEC materials and media content, the following gender-equality standards and elements shall be practiced:

- (a) Gender-fair and empowering content;
- (b) Non-derogatory portrayal;
- (c) Balanced representation;
- (d) Avoid stereotypes;
- (e) Use non-sexist language; and

NAMRIA OFFICES:

Lawton Avenue, Fort Bonifacio, 1634 Taguig City, PH ☎ (632) 810-4831 to 41
 421 Barraca St., San Nicolas, 1010 Manila, PH ☎ (632) 241-3494 to 98



(f) Social media etiquette.

Before production and posting, all IEC materials shall be assessed using the Self-Assessment Tools provided in the Philippine Commission on Women (PCW) Gender-Fair Media Guidebook (Revised Edition, December 2017).

The *Gender-Fair Media Guidebook* is a kit designed to serve as a reference for changing the perception of gender in media, recalibrating media practice to avoid gender discrimination, and consciously producing equalizing and empowering media content. For practical guides on gender-fair media standards and elements, all officials and employees shall refer to this guidebook which can be downloaded from the PCW website at <https://library.pcw.gov.ph/node/2642> and at the [NAMRIA Knowledge Management System portal](#).

The *Gender-Fair Language: A Primer*, edited by Thelma B. Kintanar and published by the University of the Philippines Center for Women's Studies (UPCWS), shall also be used as guidelines for non-sexist writing. The primer is available for browsing and borrowing at the Library and Documentation Services, NAMRIA Fort Bonifacio Office. It can also be downloaded from the PCW website at <https://library.pcw.gov.ph/node/373>.

B. Guidelines in Conducting Fora and Preparing Official Documents, Communications, and Issuances

To promote gender sensitivity in the agency, gender-fair language shall be used in conducting fora and in preparing letters, memoranda, and other issuances. Gender-fair language aims to reduce gender stereotyping and discrimination and may be employed through the following:

- (a) Eliminate the generic use of *He*, *His*, or *Him* unless the antecedent is obviously male;
- (b) Eliminate the generic use of *man*. Instead, use *people*, *person(s)*, *human being(s)*, *humankind*, *humanity*, and *the human race*;
- (c) Eliminate sexism in symbolic representations of gender in words, sentences, and texts;
- (d) Eliminate sexual stereotyping of roles; and
- (e) Eliminate sexism when addressing persons formally.


For other suggestions and examples on how to use non-sexist and gender bias-free language, all officials and employees shall refer to CSC MC 12, s. 2005 and DENR Memo 2019-496 attached to this MO. The PCW Gender-Fair Media Guidebook and UPCWS Gender-Fair Language Primer may also be consulted for other tips on non-sexist terms and gender-neutral language.

SECTION IV. Other Provision

The GFPS Policy, Plans, and Programs Committee shall conduct a periodic review of this policy and if deemed necessary, shall recommend amendment of the same.

SECTION V. Effectivity

This Order shall take effect immediately.



Usec. PETER N. TIANGCO, PhD
Administrator



Republic of the Philippines
DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
Visayas Avenue, Dilliman, Quezon City
Tel. No. 929-66-26

MEMORANDUM

FOR/TO : All Undersecretaries
All Assistant Secretaries
All Regional Executive Directors
All Bureau Directors
All Division Chiefs
All PENROs and CENROs
All Heads of Attached Agencies

FROM : **The Undersecretary**
Climate Change Service, Mining Concerns and Attached Agencies
Chairperson, National GAD Focal Point System

SUBJECT : **USE OF GENDER-FAIR LANGUAGE**

DATE : **JUN 18 2019**

Pursuant to Section 14, Article II of the 1987 Constitution, the "State recognizes the role of women in nation-building, and shall ensure the fundamental equality before the law of women and men." This State Policy is affirmed through Executive Order No. 43 s. 2011, which includes Gender Equality in its sixteen-point agenda and commits to transform the government "from a lack of concern for gender disparities and shortfalls, to the promotion of equal gender opportunity in all spheres of public policies and programs."

Recognizing that the use of gender-fair language is the first benchmark of gender-sensitivity, the Civil Service Commission (CSC) issued Memorandum Circular No. 12, series of 2005, attached herein, which encourages the use of non-sexist language in all official documents, communications and issuances. Republic Act 9710, otherwise known as the "Magna Carta of Women," reinforces the use of gender-sensitive language at all times.

Language is a very essential tool in communication. It articulates consciousness, reflects culture and affects socialization, thus, play a crucial role in promoting gender awareness and consciousness.

We strongly enjoin all DENR officials and employees to use gender-fair language in preparing letters, memoranda and other issuances. We encourage all to make conscious efforts to avoid implicit and explicit discriminatory language against women and men. This, in turn, promotes gender sensitivity in the bureaucracy.

Attached are some suggestions on how to use non-sexist language.

For your information and appropriate action.


ATTY. ANALIZA REBUELTA-TEJ

MEMO NO.2019-496





Republic of the Philippines
DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
Visayas Avenue, Diliman, Quezon City
Tel. No. 929-66-26

MEMORANDUM

FOR : Undersecretary for Climate Change Service, Mining Concerns and Attached Agencies and Chairperson, National GAD Focal Point System

FROM : Assistant Secretary for Policy and Planning Service and Vice-Chairperson, National GAD Focal Point System

SUBJECT : **USE OF GENDER-FAIR LANGUAGE**

DATE : 14 JUN 2013

Pursuant to Section 14, Article II of the 1987 Constitution, the "State recognizes the role of women in nation-building, and shall ensure the fundamental equality before the law of women and men." This State Policy is affirmed through Executive Order No. 43 s. 2011, which includes Gender Equality in its sixteen-point agenda and commits to transform the government "from a lack of concern for gender disparities and shortfalls, to the promotion of equal gender opportunity in all spheres of public policies and programs."

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In this regard, we have drafted a memorandum addressed to all DENR officials and employees regarding the use of gender-fair language in preparing letters, memoranda, and other issuances. Everyone is also encouraged to make conscious efforts to avoid implicit and explicit discriminatory language against women and men.

For your consideration, please.

CORAZON C. DAVIS

EXAMPLES OF GENDER-SENSITIVE LANGUAGE

Compiled by Service-Growth Consultants Inc.

May 2003

Below are lists of common gender-biased terms and bias-free substitutes.

1. Occupational References

Biased	Bias-Free
businessman	business executive, entrepreneur
career girl, career woman	professional, manager, executive
cleaning lady	cleaner
delivery boy	courier, messenger
foreman	supervisor
girl Friday	clerk, office assistant, receptionist
insurance man	insurance agent
landlady, landlord	proprietor, building manager
mailman	mail carrier, letter carrier
newsman	journalist, reporter
policeman	police officer
repairman	repairer, technician
saleslady, salesman	sales clerk, sales rep, sales agent
serviceman	service representative
steward, stewardess	flight attendant
waitress	waiter, server
workman	worker

2. Role References

Biased	Bias-Free
alumni	graduates
chairman, chairwoman	chair, chairperson
committee man, committee woman	committee member
corporate wife	corporate spouse
faculty wife	faculty spouse
freshman	first-year student
front man	front, figurehead
hostess	host
housewife, househusband	homemaker
middleman	go-between
man and wife	husband and wife
ombudsman	troubleshooter
self-made man	self-made person, entrepreneur
spokesman	spokesperson, representative

3. Group References

Biased	Bias-Free
brotherhood	kinship, community
common man	common person, average person
countryman	compatriot
fatherland	native land
fellowship	camaraderie
forefathers	ancestors, forebears
fraternal	warm, intimate
Frenchmen	the French
man, mankind	humankind, humanity, humans
mother tongue	native language
rise of man	rise of civilization
thinking man	thinking person, thinker, intellectual
working man, working woman	wage earner, taxpayer

4. Other Stereotypes

Biased	Bias-Free
king-size	jumbo, gigantic
kingmaker	power behind the throne
lady	woman
ladylike	courteous, cultured
like a man	resolutely, bravely
maiden name	birth name
maiden voyage	first voyage
man (verb)	staff, run
man enough	strong enough
manhood	adulthood
manly	strong, mature
manpower	human resources
master (noun)	owner, expert, chief, superior
master (verb)	learn, succeed at, overcome
master (adj)	expert, gifted, accomplished
master of ceremonies	host, emcee, moderator, convenor
masterful	skilled, authoritative, commanding
mastermind (noun)	genius, creator, instigator
mastermind (verb)	oversee, launch, originate
masterpiece	work of genius, chef d'oeuvre
masterplan	comprehensive plan, vision
masterstroke	trump card, stroke of genius
man made	artificial, synthetic, machine-made
man of action	dynamo
man of letters	scholar, writer, literary figure

Biased	Bias-Free
man of the world man-hour motherly one-up-manship statesman workmanship	sophisticate staff hours, hours of work loving, warm, nurturing upstaging, competitiveness diplomat, public servant, political leader quality construction, expertise

5. Turns of Phrase

Biased	Bias-Free
All men are created equal be his own boss best man for the job Boys will be boys everybody and his brother Every man for himself A man's home is his castle John Q. Public Every schoolboy knows gentleman's agreement no-man's-land to a man	We are all created equal be one's own person best person for the job Kids will be kids everybody and their cousins Everyone for themselves Your home is your castle the average citizen Every school child knows honourable/informal agreement limbo, unclaimed territory to a person, without exception