

Republic of the Philippines DEPARTMENT OF SCIENCE AND TECHNOLOGY SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE



12 January 2016

USec. RICHARD E. MOYA Chair, AO 25 Technical Working Group Bicutan, Taguig City

Dear USec. Moya:

We are forwarding the Science and Technology Information Institute's (STII) Agency Performance Accomplishment as of December 31, 2015 in accordance with AO25 Memo Circular No. 2015-01, to wit;

Form A - Agency Performance Targets/Accomplishments

FY 2015

Form A-1 - Details of Bureau/Office Performance Indicators and

Targets/Accomplishments FY 2015

Form C - Agency Targets and Accomplishments for Planning

Tool Commitments

Annex A - Narrative report on Agency's accomplishments

We hope that you will find the documents in order.

Very truly yours,

RAYMUND E. LIBORO DOST Assistant Secretary/ Officer-in-Charge, STII

A025 Technical Secretariat and Resource Institution

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Bicutan, Taguig City P.O. Box 080 Taguig, Philippines S&T INFORMATION IS OUR BUSINESS www.stii.dost.gov.ph

Tel. Nos: 837-2191 to 9: Fax No: 837-751



Republic of the Philippines DEPARTMENT OF SCIENCE AND TECHNOLOGY SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE



Tel. Nos: 837-2191 to 9:

Fax No: 837-7511

6 January 2016

USec. CAROL M. YOROBE
Team Leader, DOST Performance Management/Monitoring
Department of Science & Technology
Bicutan, Taguig City

Dear USec. Yorobe:

We are forwarding the Science and Technology Information Institute's (STII) Agency Performance Accomplishment as of December 31, 2015 in accordance with AO25 Memo Circular No. 2015-01, to wit;

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RAYMUND E. LIBORO DOST Assistant Secretary/ Officer-in-Charge, STII

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Form 1.0 REPORT ON RANKING OF OFFICES/DELIVERY UNITS

Department: Department of Science and Technology

Agency: SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE

1.0 Summary of Information Required

1.1 Total No. of Bureau/Offices/Attached Agencies/Delivery Units - 1 (one)

1.2 Total No. of Bureaus/Attached Agencies/Delivery Units that achieved at least 90% of performance targets - 1 (one)

1.3 Total No. of Filled Positions as of November 30, 2015 - 51 positions

1.4 Total No. of Officials and Employees Entitled to PBB - 51 employees

1.5 Has achieved at least 90% of each one of the FY 2015 targets of Secretary/Head of Agency other than those in the Congress-approved PIB as reflected in the OP Planning Tool Form 1 and under the Ease of Doing Business Targets? (please check whichever applies)

YES_____, the following ranking distribution applies

Ranking	Performance Category
Top 15%	Best Bureau/Office/Delivery Unit
Next 30%	Better Bureau/Office/Delivery Unit
Next 55%	Good Bureau/Office/Delivery Unit

NO_____, the following ranking distribution applies

Ranking	Performance Category
Top 10%	Best Bureau/Office/Delivery Unit
Next 25%	Better Bureau/Office/Delivery Unit
Next 65%	Good Bureau/Office/Delivery Unit

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By: Pour Date: 1 15 16

1.6 Total Amount Required for Payment of PBB P 1,145,000.00

FORM A DEPARTMENT PERFORMANCE ACCOMPLISHMENTS as of December 31, 2015 in 19000

Department: Department of Science and Technology

ANNEX 1

	MFOs and Performance Indicator	FY 2014 Actual Accomplishment	FY 2015 Targets	Responsible Bureaus/Offices	2015 Actual Accomplishment	Accomplishment Rate	Remarks
Major Final Outp	uts (MFOs)/Operations	2	3	1	5		,
	nd Technology Information Services						
	ience and Technology Information Reference Services						
2015 BUDGET		12,817	14,855	IRAD	13,793		
Quantity	Number of clients served	1,026,298	287,808		1,376,171	478%	
Quality	Percentage of clients who rate the service as satisfactory or better	95%	90%		112%	124%	
Timeliness	Percentage of inquiries where reference materials were provided within 5 minutes	97%	90%		113%	126%	Average for the year
Pl set 2: Sc	ience and Technology Promotion Services						
2015 BUDGET		15,533	14,271	CRPD	14,424		
Quantity	Number of promotion services rendered	958	547		1,393	255%	
Quality	Percentage of clients who rate the service as satisfactory or better	90%	90%		90%	100%	
Timeliness	Percentage of services rendered monthly	175%	90%		255%	283%	
Support to Opera						1000	0701 070
a. QMS Cer	tification or Operations Manual		100%		100%	100%	STII has no STO
General Administ	tration and Support Services (GASS)/						in STII website
	rojects and Other Releases						
2015 BUDGET		28,217	25,116	FAD	23,965		
A. Budget U	Itilization Rate (BUR)						
A1. C	Obligations BUR	95%	90%		96%	107%	
	Disbursement BUR	94%	90%	**	96%	107%	
	on of Public Financial Management (PFM) to COA and DBM		4000		submitted & uploaded to STI	4000/	
	ubmission of Budget Accountability Reports (BFARs)	-	100%		website submitted & uploaded to STI	100%	
	Submission of Report on Ageing of Cash Advances (Nov. 15, 2015 cut off date)	100%	100%		website submitted & uploaded to STI	100%	
	submission of COA Financial Reports (per COA Resolution 2014-003)	100%	100%		website submitted & uploaded to STI	100%	
	ion of APCPI		100%	3	website submitted 8 uploaded to STI	100%	
D. Submissi	ion of Annual Procurement Plan (APP)	56.567	100% 54,242		website 52,182	100%	

| 2014/2015 BUDGET | *Total obligations Of P52, 181, 895, 17 over total allotment of P54, 242, 405 = 98% | ** Total disbursement for MODE and CO P17, 748, 134, 62 over total obligations for MODE and CO P18, 505, 379, 59= 98% | ** Total disbursement for MODE and CO P17, 748, 134, 62 over total obligations for MODE and CO P18, 505, 379, 59= 98% | **

Prepared by:

BENEDICT P. CAGAANAN

CECILLE ROSE B. RAMOS Admin. Officer V/ Budget Officer

ARLENE E. CENTENO Chief-FAD

ARISTOTLE P. CARANDANG Chief-CRPD/ Chair-PMG

Approved by:

RAYMUND E. LIBORO Asec.-DOST /OIC-STII

FORM A-1

DETAILS OF BUREAU/OFFICE PERFORMANCE INDICATORS AND ACCOMPLISHMENTS

as of December 31, 2015

Department: Department of Science and Technology

Major Final Output/Responsible Bureau		Performance Indicator 1		TARGET for Performance Indicator 1	ACCOMPLISHMENT for Performance Indicator 1	Performance Indicator 2		TARGET for Performance Indicator 2	ACCOMPLISHMENT for Performance Indicator 2	Remarks
MFO/Op	erations									
MFO 1:		PI Set 1: Science Reference Servi	e and Technology Information ces			PI set 2: So Services	eience and Technology Promotion	.a		
	CRPD/IRAD		nber of clients served centage of clients who rate the	287,808	1,376,171	Quantity	Number of promotion services rendered Percentage of clients who rate the	547	1,393	
		Quality serv	rice as satisfactory or better centage of inquiries where	90%	112%	Quality	service as satisfactory or better	90%	90%	
			rence materials were provided	90%	113%	Timeliness	Percentage of services rendered monthly	90%	255%	
Support	to Operations									
	STII	A. QMS Man	S Certification or Operations	100%	100%					STII has
Gen. Ad	lmin. And Support Services									
	FAD	A: Budget Utiliza A1. Obliga A2. Disbur		90% 90%	96% 96%	B1. B2.	sion of PFM to COA and DBM BFARs Report on Ageing of Cash Advance COA Financial Reports	100% 100% 100%	100% 100% 100%	submitted a uploaded t STII website
		C. Submission o	of APCPI	100%	100%	D. Submiss	sion of APP	100%	100%	

Prepared by:

BENEDICT P. CAGAANAN Spvg. SRS/Planning Officer

CECILLE ROSE B. RAMOS Admin. Officer V/ Budget Officer

Noted by:

ARLENE E. CENTENO Chief-FAD

ARISTOTLE P. CARANDANG Chief-CRPD/ Chair-PMG

Approved by:

RAYMUND E. LIBORO Asec.-DOST /OIC-STII

Agency Targets and Accomplishments for Planning Tool Commitments

Department: Department of Science and Technology Agency: Science and Technology Information Institut

Agency: Science and Technolog	gy information msut	ite							
Strategic Plan	Performance Indicator	Description of Program/Project Objectives	Total Budget Program for FY 2014	Responsible Bureaus/ Offices	FY 2014 Actual Accomplishment	FY 2015 Targets/ Milestones	FY 2015 Actual Accomplishment	Rate of Accomplishments	Remarks
Outcome:									
Public Science and Technology	% increase in S&T	To determine the level of		STII	-	>5% increase in	See survey results	100%	
Awareness Increased	awareness survey	public awareness on DOST				public S&T	attached	(survey was	
		as a government agency				awareness		conducted within	
	ν							the year)	
Strategy:									
For 2015, an outsourcing									
company will be hired to conduct									
a survey on public S&T									
awareness and every 3-5 years									
thereafter.									
unordanor.									

Prepared by:

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Survey on the Awareness and Availment of DOST Programs and Opinion on Science as a Career

Preliminary Report for the Department of Science and Technology (DOST)
STRICTLY CONFIDENTIAL

SWS December 5-8, 2015 Survey



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Fourth Quarter 2015 Social Weather Report

December 5-8, 2015 National Survey



Fourth Quarter 2015 Social Weather Survey

		Fieldwork <u>Dates</u>	Sample Sizes	Error <u>Margins</u>
Philippines	:	Dec 5-8, 2015	1,200	± 3%
Metro Manila	:	Dec 5-8, 2015	300	± 6
Balance Luzon	:	Dec 5-8, 2015	300	± 6
Visayas	:	Dec 5-8, 2015	300	± 6
Mindanao		Dec 5-8, 2015	300	± 6



Fourth Quarter 2015 Social Weather Report

December 5-8, 2015 National Survey

Socio-Demographic Characteristics



Fourth Quarter 2015 Social Weather Report

December 5-8, 2015 National Survey

SOCIAL WEATHER STATIONS



AREA, LOCALE, SEX, AGE, CLASS AND EDUCATION OF ADULT RESPONDENTS, DEC 2015

Area (Weighted) NCR Balance Luzon Visayas Mindanao	14% 44 19 23	Economic Class ABC D E	5% 79 16
Locale (ascertained) Urban Rural	30 70	Education None/Some elem. Elem. grad./Some HS	15 31
Sex (pre-determined) Male Female	50 50	HS/Voc. grad./Some coll. Coll. grad./Post coll.	46
Age 18-24 25-34 35-44 45-54 55 and above	12 22 24 17 26		

Satisfaction and Source of Information Regarding DOST



Fourth Quarter 2015 Social Weather Report

December 5-8, 2015 National Survey

SOCIAL WEATHER STATIONS



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PUBLIC SATISFACTION WITH THE DEPARTMENT OF SCIENCE AND TECHNOLOGY (DOST), DEC 2015

	Base: Total who are aware					
<u>Aware</u>	Satisfied			Net*		
84%	45%	30%	18%	+28		
83	49	23	20	+29		
85	48	24	19	+29		
75	42	34	19	+23		
88	40	42	13	+27		
88	45	27	20	+25		
82	45	31	17	+29		
92	48	23	19	+29		
84	46	28	18	+28		
81	39	41	15	+24		
83	46	29	18	+28		
84	45	30	17	+28		
90	48	30	17	+30		
86	50	24	19	+31		
85	49	31	15	+34		
87	40	30	22	+18		
76	40	34	16	+24		
	84% 83 85 75 88 82 92 84 81 83 84 90 86 85 87	Aware Satisfied 84% 45% 83 49 85 48 75 42 88 40 88 45 82 45 92 48 84 46 81 39 83 46 84 45 90 48 86 50 85 49 87 40	Aware Base: Total who are Satisfied Undecided 84% 45% 30% 83 49 23 85 48 24 75 42 34 88 40 42 88 45 27 82 45 31 92 48 23 84 46 28 81 39 41 83 46 29 84 45 30 90 48 30 86 50 24 85 49 31 87 40 30	Aware Base: Total who are aware 84% 45% 30% 18% 83 49 23 20 85 48 24 19 75 42 34 19 88 40 42 13 88 45 27 20 82 45 31 17 92 48 23 19 84 46 28 18 81 39 41 15 83 46 29 18 84 45 30 17 90 48 30 17 86 50 24 19 85 49 31 15 87 40 30 22		

* Net figures (% Much trust minus % Little trust) correctly rounded.

SOCIAL 30 years
WEATHER Statistics
STATIONS (955 2015) for Advocacy

Fourth Quarter 2015 Social Weather Report

December 5-8, 2015 National Survey

DOST-STII Soaring High! Highlights of Performance for FY 2015

For the past five years, the **Science and Technology Information Institute (STII)** has created many milestones in its quest to soar high in promoting DOST as a reliable "**brand**" and achieving top-of-mind awareness for its different development programs and projects that impact positively on the lives of *Mang Juan* and *Aling Maria*.

At the onset of 2015, STII and its leadership have set its sight on making DOST a household name and its strategy focused on developing a communications plan anchored on two principles, namely: **Science Works** and **Agham na Ramdam**.

Guided by this dictum, STII implemented programs and projects that made positive impact on the lives of Filipinos across the regions with the assistance and cooperation of DOST Regional Offices composed of the Regional Directors and their staff.

Multi-agency collaboration was also instrumental in achieving pocket successes in implementing the STII communications plan to promote and advance the DOST advocacy of creating a culture of science among its target audiences.

For the year 2015, the following accomplishments were marked and recorded that contributed to the attainment of its institutional goals as a science and technology information institute, true to its name, true to its form.

I.S&T Communication Services

S&T Post, RapiDOST and DOST Digest

The STII, with its mandate to develop and heighten awareness on science and technology as a vehicle for economic development and in attaining inclusive growth, has since been producing development communications materials in printed form on a regular basis for consumption of its various audiences.

For the year 2015, STII produced four (4) issues of the quarterly magazine called S&T Post and at the same time printed bi-monthly issues of the DOST Digest and RapiDOST. These publications serve as the institutes tool to disseminate S&T information, packaged to make it more appealing and readable for all audiences. These are distributed to DOST Regional Offices, schools, libraries and other institutions.

Philippine Journal of Science

Tasked with the production of selected academic literatures, the STII has also been producing the Philippine Journal of Science, the oldest scientific publication in the country, serving not only the scientific community but also students, researchers and academics nationwide as well as abroad.

For 2015, STII produced and printed 1 issue of the PJS that is distributed through paid subscription.

STII Annual Report 2014

The STII, as prescribed, produced the 2014 Annual Report that were distributed to other DOST agencies and made available at the STII Library and through its website.

II. S&T Program Activities and Events

Agham na Ramdam: National Science and Technology Week (NSTW) 2015

This annual event is a living showcase of all DOST inventions and innovations in support of the eight (8) outcomes, namely: agricultural productivity; enterprise development; industry competitiveness; information communications technology (ICT); e-governance; healthcare; education and disaster risk reduction and mitigation.

The communications strategy for the NSTW 2015 was three-pronged: NSTW Pre-Events, NSTW Publicity and Promotion Campaign and NSTW Digital Presence (NSTW Website).

The <u>NSTW 2015 Pre-Events</u> were characterized by activities such as forums and symposiums organized and conducted by different DOST agencies to drumbeat the main event of the NSTW 2015 held from July 24-28, 2015. A total of 14 pre-events were executed and to name a few there were the following:

- 1. Hybrid Electric Road Train Launch in Clark on June 30, 2015 with MIRDC;
- 2. Nanotechnology Lab Launch with ITDI;
- 3. Press Briefing of PCAARRD at Sulo Hotel, QC;
- 4. Storm Surge Drill at Baseco Compound, Manila with PAGASA; and
- Forest Products Forum with FPRDI

The STII leadership also initiated the creation of an ad hoc communications and publicity committee composed of information officers from different DOST agencies and STII officers and staff.

This select group of professional communicators implemented the <u>NSTW Publicity</u> and <u>Promotions Plan</u> using a **multi-media approach** (traditional newspapers, radio, television and internet and below-the-line-advertising tools) as follows:

- 137 Press Releases monitored in print (10 in June, 111 in July and 16 in August) with an equivalent value of roughly P3.9 million in advertising expenditure. Due to STII's good media relations, these press releases were done without cost to the institute.
- 2. 101 NSTW-related Articles were generated and posted on the NSTW Website (18 in April, 21 in May, 20 in June, 34 in July and 8 in August).

189 Press Releases monitored through Online medium (3 in May, 59 in June,
 73 in July and 54 in August). This is composed of NSTW-related articles published online from different non-DOST web portals.

 The NSTW 2015 Website recorded substantial number of visits/views for a 5month period (2,038 from April 16-30, 8,355 in May, 7,129 in June, 138,503 in

July and 12,138 from August 1-6).

5. NSTW 2015 Newspaper Supplement published in the Philippine Daily Inquirer, Philippine Star, Manila Bulletin, and Business Mirror.

6. Production of STII Publications: S&T Post, RapiDOST and DOST Digest.

7. Radio and television plugs and guestings of DOST officials in different stations (PTV 4, GMA 7, TV5, ABS-CBN, ANC, DZRB, DZEC).

8. NSTW-related activities were also promoted and was broadcasted in internet portals like Newsbytes.ph 9c/o Melvin Calimag) and bloggers' portal like the Wazzup Pilipinas (c/o Ross del Rosario).

 Live coverage by PTV 4 was done during the opening ceremonies with interviews from Sec. Mario G. Montejo, senior DOST officials and directors. Footages of the different outcomes were also shot and broadcast on PTV 4 with special focus on the Hybrid Electric Road Train.

10. Production of thematic audio-video presentation for NSTW 2015.

- 11. Provided technical support during the NSTW 2015 with live streaming broadcast in the STII web portal.
- 12. Provided photo-video coverage of the cluster fairs held in Southern Luzon, Northern Luzon, Visayas, Mindanao and ARMM.
- 13. Use of MMDA LED Info Boards along EDSA for NSTW features and event schedules.
- 14. Use of LED Billboard in three (3) strategic locations (CCP, Manila; Wilson Street, Greenhills; and Hi-Way 54, EDSA).

15. Utilized 50 units of MMDA Pahayagan ng Bayan Banner.

- 16. Utilized 10 units of Jeepney Toppers (triangular mobile ad on top of PUJ)
- 17. Produced and distributed 5,250 NSTW 2015 Posters (given to schools, government agencies, etc.)

18. Produced and distributed 15,000 pcs. of NSTW Button Pins

STARBOOKS Goes Viral! Garners International Recognition

The STII pet project called STARBOOKS has become a buzzword in the S&T community as well as in the education sector as more and more STARBOOKS kiosks are deployed in different schools all over the country.

When it was started in 2013 there were only 104 kiosks deployed. In 2014, the number rose to a total of 363 kiosks. By the end of 2015 a phenomenal leap was recorded with more than 700 kiosks deployed in all regions across the country, benefitting hundreds of thousands of students in far-flung areas where internet access is limited if not totally nil.

The success of STARBOOKS caught international attention as it was awarded the Presidential Citation for Innovative Learning Tool conferred by the American Library Association (ALA) in June 2015 in San Francisco, California, USA.

Also, with the word out in the open, a group of US Peace Corps Volunteers visited STII and was given a comprehensive briefing and actual demonstration on STARBOOKS during the 4th quarter of the year, thereby sealing its title as the first and only digital library-in-a-box in the country today.

STARBOOKS was also featured in the NSTW 2015 offering actual hands-on experience to students and visitors of the event on July 2015.

Iba na ang Panahon: Science for Safer Communities (INAP:S4SC) Empowering Vulnerable communities to Adapt to the Changing Environment

The Iba na ang Panahon: Science for Safer Communities Phase 1 was implemented in 2014 as a response to the need of empowering vulnerable communities and help them remain prepared and resilient to natural hazards, both hydrometeorological and geological.

Phase 2 was implemented in 2015, this time focusing on a different target audience; the decision makers, lawmakers and sectoral institutions in its aim to adopt the whole-of-society approach to disaster risk reduction and mitigation through preparedness using science-based tools and innovations.

This was implemented in the following:

- 1. Senate of the Philippines (March 05)
- 2. House of Representatives (February 26)
- 3. Presidential Management Staff (May 25)
- 4. Department of Education-Central Office (March 30)

Science Nation Tour Science and Technology Work!

The Science Nation Tour campaign is a spin-off activity of the Iba na ang Panahon: Science for Safer Communities to highlight and banner the different S&T initiatives of the DOST for the last five years, not only in disaster preparedness but also in other aspects that include agriculture, industry, information technology, enterprise development, health care and education.

The campaign started on March 2015 for Region 11 leg held in Davao City. The activities included in this event are the following: technologies and innovations exhibits; designating Science Ambassadors; inaugurating/visit to and of Food Innovation Centers; disaster preparedness briefing during Regional Development Council meetings; SETUP project visits to successful enterprises; tribute to DQST scholars; dialogues with business sector partners and SUCs; and cultural presentations.

Completed SNT events include the following: Region 1 (Vigan, Ilocos Sur); Region 2 (Tuguegarao, Cagayan); Region 4B (Palawan); Region 7 (Cebu); Region 8 (Ormoc);

Region 10 (Cagayan de Oro); Cordillera Administrative Region (Benguet) and the National Capital Region (DOST Complex, Taguig City)

National Biotechnology Week Creating Opportunities Thru Biotechnology

The National Biotechnology Week is an annual event spearheaded by the Philippine Council for Agricultural Aquatic Resources Research and Development (PCAARRD), a DOST attached agency.

The STII lends technical support to the event through daily coverage of the different activities/forums and exhibits by providing assistance in producing press/news releases and audio-video documentation. This year's event was held at the SM Dasmarinas in Cavite from November 23-27, 2015.

The STII also provided live streaming and technical assistance during the entire week celebration. Also, STARBOOKS was included in the exhibit where students were able to navigate thru the kiosk.

Lastly, the STII assisted in the production of the souvenir program and organizing selected events and overall promotional initiatives.

Science Journalism Writeshop Promoting Science Journalism to the New Breed of Campus Journalists

The Science Journalism Writeshop is one of the major activities featured during the celebration of the National Science and Technology Week held on July 24-28, 2015 at the SMX Convention Center at the Mall of Asia, Pasay City. It was attended by college students who are involved in campus papers and this provided them the opportunity to hone their writing skills thru a writing workshop.

This activity was such a success that it was duplicated for Adamson University who requested STII to conduct the same workshop for their 3rd and 4th year college students. It was held in November 2015 at the Adamson University Auditorium.

Again, STII AV Unit lent support by providing audio-visual documentation during the entire event.

Global Health Forum

The Global Health Forum is an activity aimed at promoting innovations in health care with the participation of the Philippine Council for Health Research and Development (PCHRD), an attached agency of the DOST. It was held at the Philippine International Convention Center (PICC) from August 24-27, 2015.

The STII once again lent support to the event with audio-video coverage by the AV Unit and media assistance through the fielding of STII writers to produce press releases.

Asia-Pacific Economic Cooperation (APEC) Summit Events

The Asia-Pacific Economic Cooperation (APEC) Summit is one of the most important international events held for top leaders of different countries comprising the ASEAN.

The STII provided documentation support by the STII AV Unit particularly those with DOST participation (with Secretary Mario G. Montejo as speaker). Likewise, the STII provided media promotion support during the APEC forum on Tertiary Education Press Conference at the Sulo Hotel on August 7, 2015 and Ministerial Meetings in September 2015.

Ignited Minds: Creating a Culture of Science

The culminating activity for the year 2015 was the Ignited Minds, a campaign that was started in 2010 as Ignite the Mind (ITM) an advocacy by the STII to promote science and technology to various audiences particularly for the DOST family composed of different agencies and institutes. This activity was geared at promoting awareness of the different activities within the DOST system to achieve a more cohesive approach to the development of science, technology and innovation.

The STII, as the brainchild of this activity, was involved in the overall production from physical arrangement to audio-video documentation, program preparation as well as technical support. However, participation of different agencies was solicited to foster camaraderie among the agencies and establish a better working relationship.

The event coincided with the holding of the Science Nation Tour: NCR Leg as a culminating event also for the Christmas season with entertainment numbers from the different agencies and institutes.

Juan Time Campaign: Filipino Time Is On Time

The Juan Time Campaign is a program initiated by the STII in support of the Philippine Standard Time (PST) that was signed into law under Republic Act No. 10535 on May 15, 2013.

This has since become the advocacy of the STII to promote PST as the true Filipino Time to erase in the Filipino mindset the negative connotation of tardiness or of being late as an acceptable time for Filipinos.

The STII initiated activities to support the advocacy through constant promotion to radio and television networks with assistance from the Kapisanan ng mga Brodkaster ng Pilipinas (KBP) as well as to all DOST agencies using press releases, advocacy statements, promotional collaterals and other top-of-mind awareness tools in every DOST-STII-led activities like IECs, forums, seminars and workshops.