



Transparency and Accountability Mechanism GUIDELINES ON COMMUNITY AND PROJECT BILLBOARDS

As of 11/16/2012

I. Introduction

PAMANA is the government's peace and development framework that aims to respond and strengthen peace building, reconstruction and development in conflict affected areas (CAAs) as well as sustain all on-going governance and development initiatives on the ground. Its main strategy is to bring back government in these communities by ensuring that they benefit from improved delivery of basic social services and are served by responsive, transparent and accountable governments on resource allocation and utilization, alongside economic development efforts.

As the complementary track to the ongoing peace talks, PAMANA shall be implemented in areas which correspond to five (5) peace process lines.

PAMANA aims to contribute to lasting peace by achieving the following:

1. Reduce poverty and vulnerability in conflict-affected areas through community infrastructure and focused delivery of social services;
2. Improve governance through partnerships with national and local institutions, building capacities for governance, and enhancement of transparency and accountability mechanisms; and,
3. Empower communities and strengthen their capacity to address issues of conflict and peace through activities that promote social cohesion.

II. Transparency and Accountability

In line with the administration's policy of transparent and accountable governance, a number of mechanisms are being adopted for PAMANA implementation in addition to the regular monitoring and evaluation functions of government agencies, these include:

- a. **Third party monitors.** Non-government organizations and civil society organizations will be tapped by OPAPP as third party monitors to validate project implementation. A capacity-building program for the TPMs to undertake project monitoring will be conducted by OPAPP.
- b. **Community and Project billboard:** Sub-project information and status of implementation, fund allocation and utilization shall be posted in a project billboard that will be set-up at the project site. OPAPP shall provide the standard templates to be used for the community and project billboards.
- c. **Web-posting:** The list of sub-projects and the status of implementation shall be posted in the PAMANA website. Likewise, links to the website of PAMANA partner agencies will be provided from the OPAPP website.

- d. **Communications:** Full disclosure of project information and status of implementation will be made through quad-media.

III. Guidelines for Community and Project Billboards

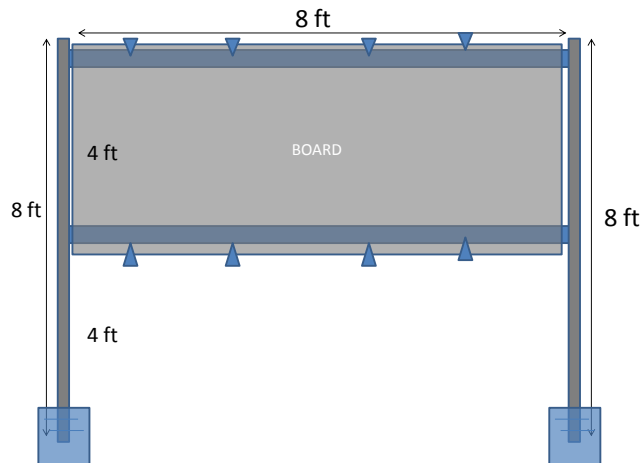
1. Objectives

The use of project billboards will be utilized as part of the PAMANA Transparency and Accountability Mechanisms.

- a. Billboards will serve to inform the general public that the community/ LGU is a PAMANA area and shall provide information about the project being implemented.
- b. The PAMANA Community Billboard will provide a profile of the municipality and will indicate that the LGU is a PAMANA Community. A community billboard will be set-up per PAMANA municipality.
- c. The Project Billboard will provide information on the project, fund disbursement status and contact information. Each project will have its own project billboard set-up on-site.

2. Specifications for Community Billboards

- a. Design specifications



Materials:

1. Reflectorized sticker, all-weather
2. Board – 8ftx4ft, galvanized sheet
3. Posts – 2 pcs., 10 ft, 2 inches in diameter, galvanized pipe
4. Base – ½ sack cement, ¼ sand and gravel

b. Design/ Layout

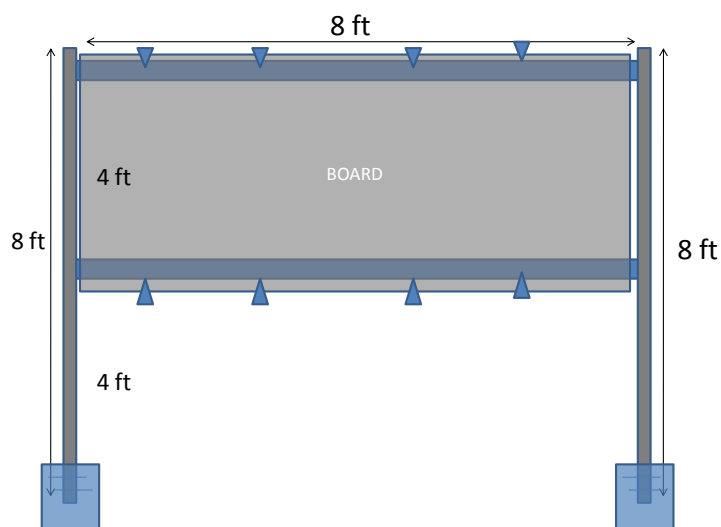


c. Content.

- i. Brief LGU profile (class, source of income) and community profile (composition, source of livelihood)
- ii. Challenges and opportunities.
- iii. Brief description of PAMANA intervention/s in the area
- iv. Contact information: hotline, website
- v. Logos: Republic of the Philippines, LGU

3. Specifications for Project Billboards

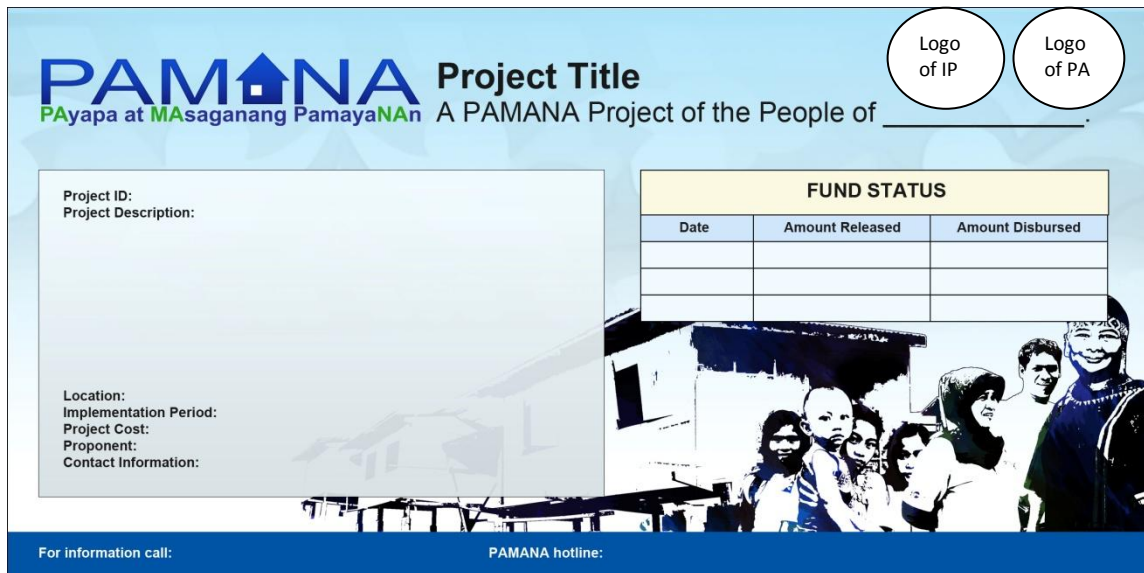
a. Design Specifications



Materials:

- i. Tarpaulin - 8ftx4ft, full-color
- ii. Board – 8ftx4ft, plywood
- iii. Posts – 2 pcs., 10 ft, 2 inches in diameter, galvanized pipe
- iv. Base – ½ sack cement, ¼ sand and gravel

b. Design/ Layout



c. Content. (To be based on the Project Design documents)

- i. Project ID: (c/o OPAPP)
- ii. Project Title:
- iii. Project Description: (write-up)
- iv. Location: indicate Barangay, Municipality, Province as appropriate
- v. Date Stated (MM/DD/YYYY)
- vi. Contract Completion Date (MM/DD/YYYY)
- vii. Contract Cost:
- viii. Contractor: name of the contractor or indicate “By Administration” as appropriate
- ix. Source of Fund:
- x. Proponent:
- xi. Contact information:
- xii. Logo: Logo of the Project Proponent/ Implementing Partner (IP) and the PAMANA Partner Agency (PA)/Funding Agency
- xiii. **FUND STATUS**
 - a. Date
 - b. Amount Released
 - c. Amount Disbursed

Note: The fund status stable will be updated monthly to reflect utilization of project funding.

d. **Exclusions**

The following items shall not be included in the Billboards:

- i. Name/ names of local and national officials
- ii. Images of local and national officials
- iii. Culturally insensitive graphics or text

IV. Preparation of Community and Project Billboards

1. For Community Billboards

- a. The Municipal Government drafts the content or write-up and submits to OPAPP-PAMANA Unit.
- b. OPAPP PAMANA Unit returns the approved content and layout to the Municipal Government for printing.
- c. Municipal Government installs community billboard and submits photo of installed billboard with the date of installation to OPAPP.
- d. Community Billboards will be in place as soon as a PAMANA project is started in said Municipality.
- e. The Municipal Government shall maintain the community billboard for the duration of the PAMANA Program.

2. For Project Billboards

- a. The Project Proponent/ Implementing Partner prepares billboard design and copy and submits to the Partner Agency (Funding Agency).
- b. The Partner Agency returns approved billboard design and copy to the Implementing Partner for printing.
- c. The Implementing Partner installs project billboard and submits photo of installed billboard with the date of installation as part of its monthly project progress report.
- d. Project billboard is installed upon commencement of project implementation.
- e. The concerned Barangay Government shall maintain the project billboard. This will be arranged by the Project Proponent with the Barangay Government