



DEPARTMENT OF FOREIGN AFFAIRS
KAGAWARAN NG UGNAYANG PANLABAS

DFA DEPARTMENT CIRCULAR NO. 2021-006

2021 NATIONAL HERITAGE MONTH (NHM) CELEBRATION IN MAY

The National Heritage Month (NHM) is annually celebrated during the month of May pursuant to Presidential Proclamation No. 439 s. 2003. This is in recognition of the need to create among the people a consciousness, respect, and love for the legacies of Filipino cultural history.

For the year 2021, the celebration will carry the theme “**VICTORY AND HUMANITY: Upholding Filipino Heritage and Identity**” in solidarity with the commemorations of the 500th anniversary of the Victory at Mactan (27 April 2021) and the 500th anniversary of the Philippine part in the first circumnavigation of the world (16 March – 29 October 2021).

To promote public awareness in the observance of the event, all Philippine embassies and consulates general are encouraged to undertake related activities, such as:

1. Posting and sharing of the 2021 NHM advocacy materials including the 2021 NHM Official Poster, 2021 NHM Facebook Banners and 2021 NHM Calendar of Activities in all Philippine embassies’ and consulates general’s website and social media accounts;
2. Participating in the online campaign thread about the 2021 NHM celebration by sharing heritage-related content including photos, videos, news features, and other collaterals released by the NCCA using the hashtag **#NHM2021**;
3. Participating in heritage-related events such as webinars, online workshops, online lectures, and online exhibits organized by the NCCA and DFA offices;
4. Spearheading their own 2021 NHM activities. All Philippine embassies and consulates general organizing their own 2021 NHM activities are also requested to fill out the **2021 NHM Activity Proposal Form** and send the final information to the NHM secretariat for inclusion in the 2021 NHM Calendar of Activities on or before **March 31, 2021**. The 2021 NHM Activity Proposal Form, NHM Collaterals, and other reference materials can be accessed and downloaded through this link: <https://tinyurl.com/2021NHMAP>. For easier consolidation, the accomplished activity proposal form may be submitted along with the agency’s high-resolution logo through this link: <https://tinyurl.com/2021NHM-APFORM>. **In the event that the link can not be accessed, you may email the accomplished activity proposal form and other documents to nhmsecretariat@gmail.com.**
5. Sending of activity implementation reports with high-quality photos to nhmsecretariat@gmail.com in word document file with the following details for inclusion in the NHM 2021 Souvenir Program on or before June 15, 2021;
 - *Embassy Name:*
 - *Date of Activity:*
 - *Venue of Activity:*
 - *Brief Description of Activity:*

For more information, you may coordinate with the **NCCA Cultural Heritage Section** at telephone number (02)8527-2192 local 324, or through **Ms. Eileen Rudi** at mobile number +6392 6062 6345 or email at nhmsecretariat@gmail.com. You may also visit www.ncca.gov.ph for further details.

ERNESTO C. ABELLA
Undersecretary for Strategic Communications and Research

13 April 2021