

## **DIRECTING ALL NATIONAL GOVERNMENT AGENCIES AND INSTRUMENTALITIES, INCLUDING GOVERNMENT-OWNED OR -CONTROLLED CORPORATIONS, GOVERNMENT FINANCIAL INSTITUTIONS, AND STATE UNIVERSITI...**

*MEMORANDUM CIRCULAR NO. 39, November 09, 2023*

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WHEREAS, Executive Order No. 14 (s. 2023) approved and adopted the Philippine Development Plan 2023-2028, which seeks to steer the economy back to a high-growth path, towards building an environment that provides equal opportunities to all Filipinos, and equipping them with skills to participate fully in an innovative and globally competitive economy;

WHEREAS, the Administration through Memorandum Circular (MC) No. 24 (s. 2023) launched the Bagong Pilipinas campaign as its brand of governance and leadership towards attaining a promising future, focused on implementing an all-inclusive plan for deep and fundamental social and economic transformation in all sectors of society and government, and to foster the State's commitment towards the attainment of comprehensive policy reforms and full economic recovery;

WHEREAS, MC No. 24 (s. 2023) directed all national government agencies and instrumentalities, including government-owned or -controlled corporations (GOCCs), and state universities and colleges (SUCs), to be guided by the principles, strategies, and objectives of the Bagong Pilipinas brand of governance and leadership in planning their programs, activities and projects, as well as their branding and communications strategy; and

WHEREAS, the success of the Bagong Pilipinas brand of leadership, characterized by a principled, accountable and dependable government and reinforced by unified institutions of society, would require the dynamic participation of all national government agencies and Local Government Units (LGUs);

NOW, THEREFORE, the following are hereby ordered:

The Presidential Communications Office (PCO) is hereby directed to lead and organize the conduct of the Bagong Pilipinas Official Campaign Kick-Off Rally.

All national government agencies and instrumentalities, including GOCCs, government financial institutions, and SUCs are hereby directed, and all LGUs are encouraged, to extend full support for and cooperation with the PCO in the conduct of the Bagong Pilipinas Official Campaign Kick-Off Rally, and to provide the PCO with the necessary assistance in spearheading the call for deep and fundamental transformation in all sectors of society and government towards the attainment of comprehensive policy reforms and full economic recovery.

DONE, in the City of Manila, this 9[th] day of November, in the year of our Lord, Two Thousand and Twenty-Four.

By authority of the President:

(SGD.) LUCAS P. BERSAMIN  
Executive Secretary

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