



**UN-HABITAT**  
United Nations Human Settlements Programme  
Philippines

# CALL 2015

## Citizens Action and Local Leadership to Achieve the MDGs in 2015



First CALL 2015 workshop on July 25-26, 2007



End-of-project reporting of Pasay City on January 23, 2008

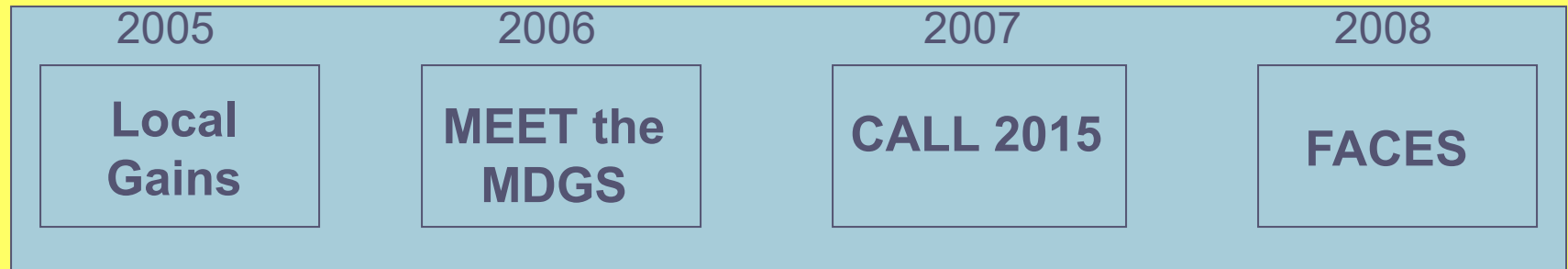
**CALL 2015 is implemented in partnership with UNDP Fostering Democratic Governance Portfolio with assistance from the Democratic Governance Thematic Thrust Fund**



# UN-HABITAT Philippines Programmes

## Good Urban Governance Campaign

### Localization of the MDGs Programme



Demonstration Projects; Social Artistry; Knowledge Management

## Secure Tenure Campaign

Integrated Approaches to Poverty Reduction at the Neighborhood Level – A Cities Without Slums Initiative (IMPACT)

# The Good Urban Governance Campaign operationalizes the HABITAT AGENDA...

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- ❑ Responds to global urbanization trends, specifically:
  - Increasing poverty and insecurity
  - More than half of the world's population now living in cities and towns
- ❑ Demonstrate new approaches to good governance:
  - LGUs as enablers and facilitators
  - Developing partnerships for effective and efficient service delivery
  - Shift from “beneficiaries” to “development partners”

# Good Urban Governance Principles

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1. **Equity** – ensures access to decision making processes.
2. **Security** – of individuals in their living environment.
3. **Efficiency** – in the delivery of services.
4. **Sustainability** – a strategic vision of urban governance and the ability to reconcile the divergent interest of the common good.
5. **Decentralization** – devolves authority and resources.
6. **Transparency and Accountability** - ensures universal access to and the free flow of information.
7. **Civic Engagement** – citizens, especially women, must be empowered to participate in decision making processes; the civic capital of the poor must be recognized and supported.

# The Millennium Development Goals



1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve women's reproductive health
6. Combat HIV/AIDS, Malaria and other diseases
7. Ensure environmental sustainability
8. Develop global partnership for development

In 2000, the Government of the Republic of the Philippines together with 189 UN member states committed to a set of global goals to end all forms of human deprivation. The GUG campaign supports the MDGs through the L-MDGs Programme implemented by UN-Habitat in the Philippines since 2004.

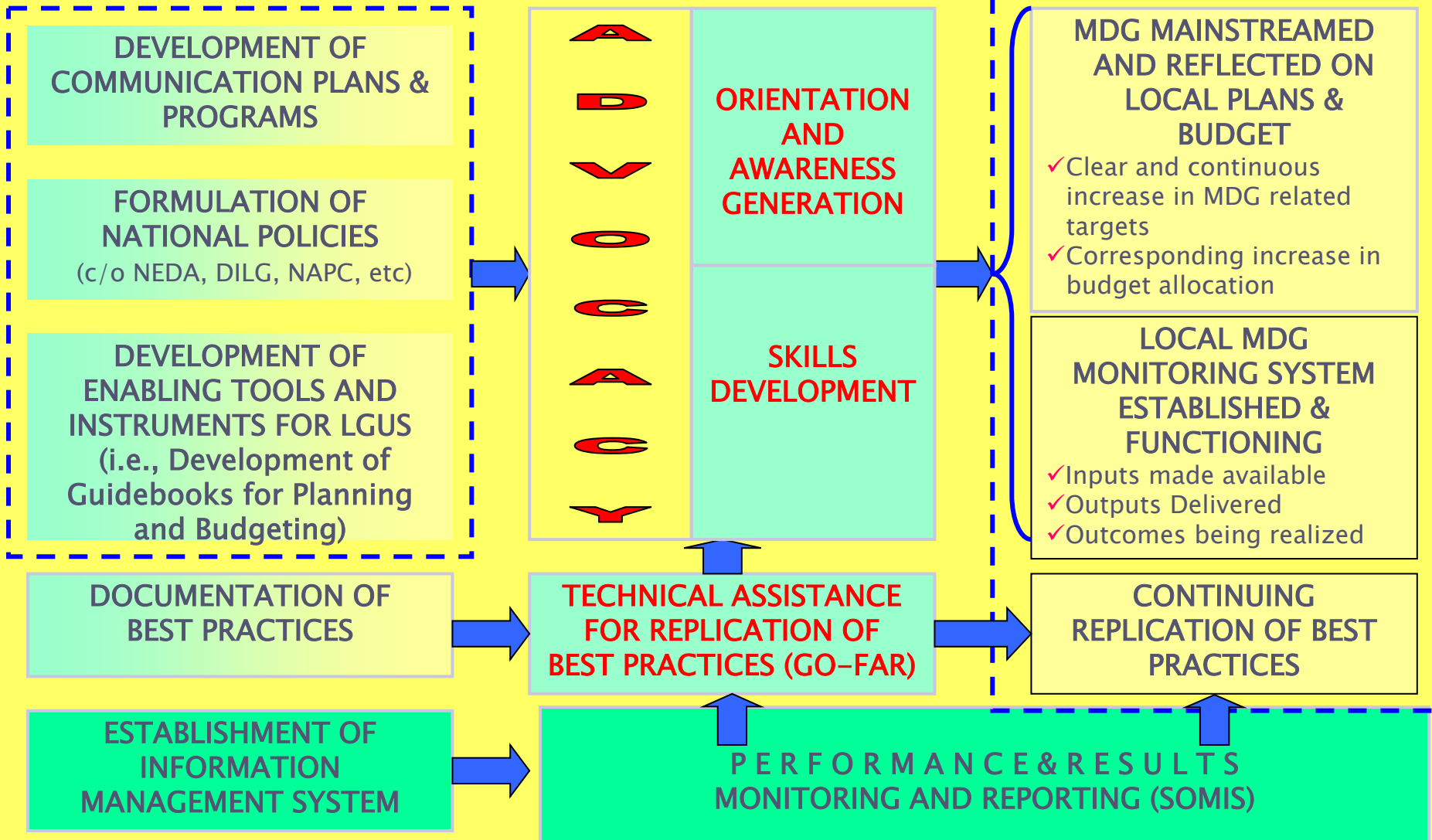
# MDG Localization Framework

## INTERVENTIONS

## DESIRED OUTCOMES (LGU Level)

### NATIONAL LEVEL

### LGU LEVEL



# MDG Localization Process

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1. **Advocacy campaigns**
2. **Institutionalization of the MDG Localization process**
3. **Baselines – Minimum Basic Needs Survey, Community Based Poverty Information System – Local Poverty Indicators and Monitoring System**
4. **Setting Local Targets, Indicators, Programs, Projects and Activities**
5. **Mainstreaming local MDG targets in short and long term plans**
6. **Measuring Results, Evaluation and Tracking Outcomes**

# **CALL 2015:**

## **A Strategy for Measuring Results and Tracking MDG Outcomes**

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- CALL 2015 will put in place local transparency and accountability mechanisms and systems for the MDGs**
- CALL 2015 builds on current MDG localization gains and outcomes by harnessing citizens participation and local leadership in ensuring the MDG targets are met and implemented with integrity**



# CALL 2015 Project Framework



**Contributes to Meeting the MDGs at  
the City Level by 2015**

# Project Outputs

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- **Formation and/or strengthening of MDG integrity circles**
- **Design and implementation of voice mechanisms**
- **Replication of practices that works and popularization of current knowledge**

# Integrity Circles

- ❑ A structure composed of respected men and women who will ensure accountability and transparency in meeting the MDGs by 2015
- ❑ The integrity circles demonstrate the implementation of the *policy for women in governance*



Barangay Health Workers of the Science City of Munoz



Training for Barangay Tagga IC

# Voice Mechanisms

- ❑ A functional citizens feedback and voice mechanism that will systematize accountability and transparency. This mechanism also serves as the platform to track the MDGs



CALL 2015 Information Corner inside the Barangay Hall of Tagga



Barangay consultation with Barangay Tablon IC

# Mentoring and Coaching

- ❑ Establishes CSO-LGU partnerships for cross-fertilization of knowledge.
  - As the core strategy for ensuring knowledge exchange and application, CALL 2015 is being implemented by academic institutions and civil society organizations in partnership with local governments.

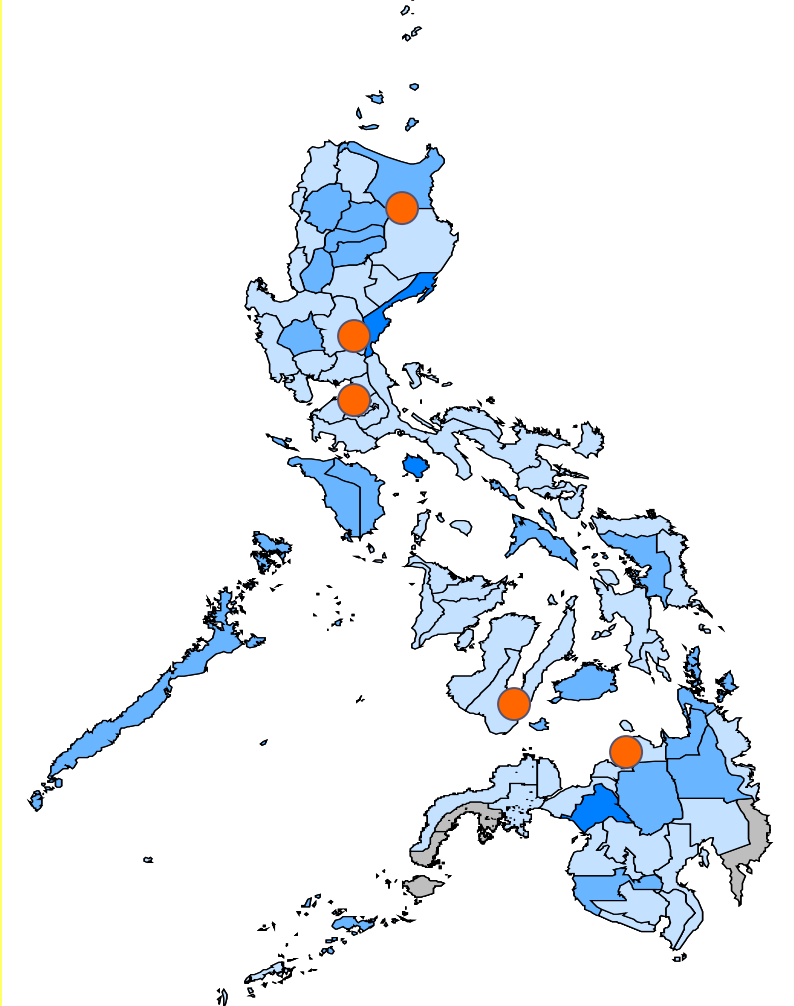


Dr. Pastora Coloma of Central Luzon State University presenting survey results



Silliman University led the Dumaguete IC

# City-Level Projects



**Tuguegarao City**

**Science City of Munoz**

**Pasay City**

**Dumaguete City**

**Cagayan de Oro City**

***Target Output 1.***

**Three (3) Integrity Circles organized and capacitated composed of local citizens group especially local women leaders.**

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***Actual Output:***

**A total of ten (10) Integrity Circles were organized and capacitated**

<b>City</b>	<b>Integrity Circle (IC)</b>
<b>Tuguegarao</b>	1. City-level IC
	2. Barangay Tagga IC
<b>Science City of Munoz</b>	1. Barangay Health Workers, health workers
<b>Pasay City</b>	1. IC Among Peer Educators
	2. IC Among Senior Life Skills Trainers
	3. IC Among Child and Youth Friendly Movement Leaders and Teachers
	4. IC Among People Living with HIV/AIDS
<b>Dumaguete City</b>	1. Integrated IC led by Silliman University, Social Watch-Dumaguete and Volunteers Against Crime and Corruption (VACC)
<b>Cagayan de Oro</b>	1. City-level IC
	2. Barangay Tablon IC



# Tuguegarao City

St. Paul University (SPUP) anchored the CALL 2015 and, together with the city government of Tuguegarao, identified Barangay Tagga as the pilot site. One Integrity Circle was organized at the city level and another at the barangay level. The city-level IC is led by Dr. Josephine Campanano who also heads the Planning and Development Office of SPUP



First meeting with Barangay Tagga on December 17, 2007



Enumerators training in preparation for CBMS survey

# Science City of Munoz

The Barangay Health Workers Association, composed of 115 women responsible for the delivery of basic health services to the city's 37 barangays, led the Integrity Circle composed of mostly women leaders from the academe, business and CSOs/NGOs.



Barangay Health Workers discussing project management issues



UN-Habitat intern Clinton Moore with the Science City of Munoz IC

# **Pasay City**

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**The Intercessors for the Philippines (IFP), a faith-based organization, anchored the CALL 2015 project together with the Cooperative Development Office of the city.**

**Building on the previous DGTF projects, Pasay City continued its focus on the out-of-school youth (OSY) and HIV/AIDS and sustained its efforts on life-skills training for the OSYs through the HOPES Program.**

**Four (4) Integrity Circles were formed:**

- 1) IC Among Peer Educators,**
- 2) IC Among Senior Life Skills Trainers,**
- 3) IC Among Child and Youth Friendly Movement Leaders and Teachers**
- 4) IC Among People Living with HIV/AIDS.**



Pasay City out-of-school youth



IC of peer educators during a workshop in Pasay City



IC of people living with HIV/AIDS



Bishop Cabangis, chairman of IFP, presenting the CALL 2015 report to all ICs

# Dumaguete City

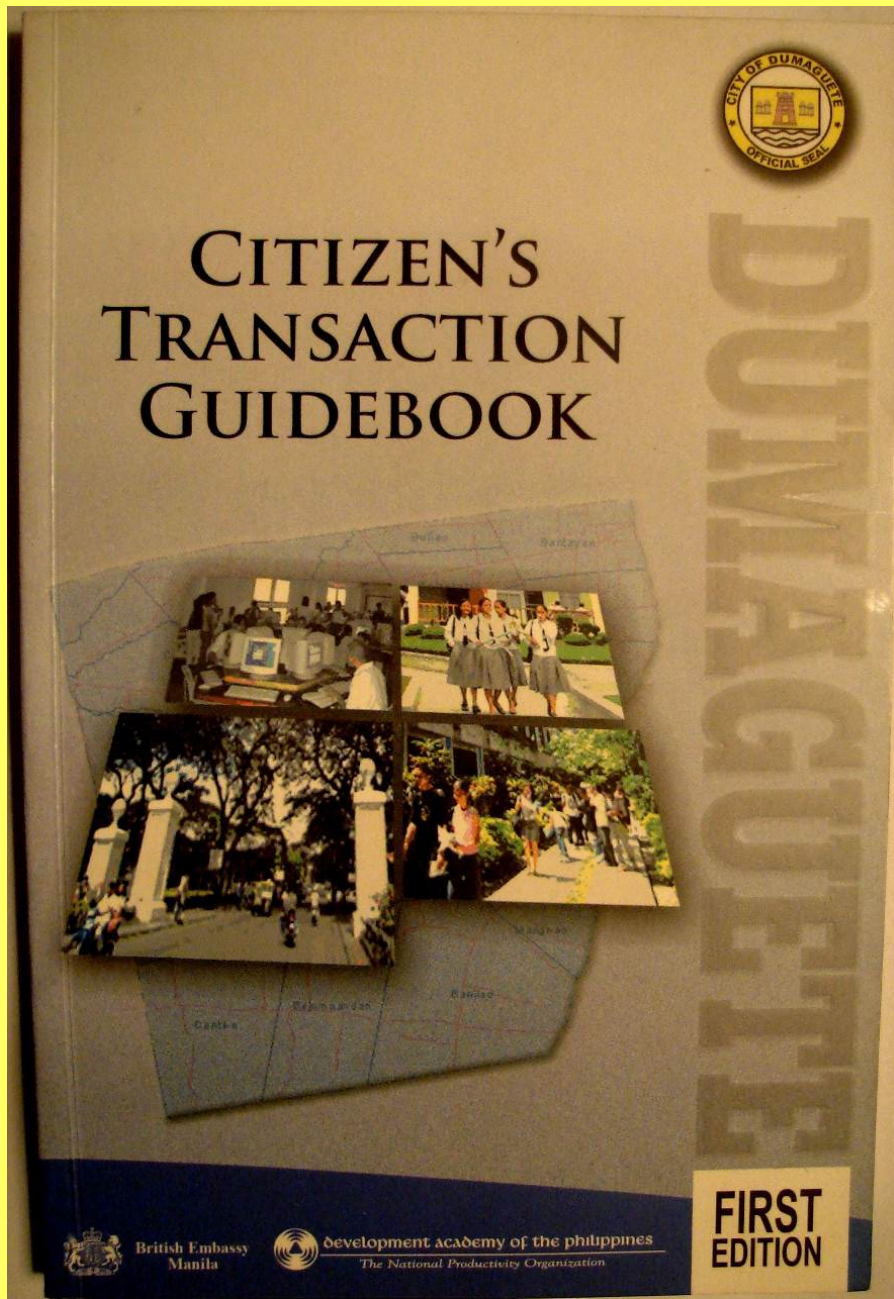
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**Social Watch-Visayas based in Silliman University focused on measuring the level of government service delivered to the community through a survey that follows through the recent launching of the Citizens Transactions Guidebook.**

**Three (3) Integrity circles were formed:**

- 1) Silliman University Research Team based at the Knowledge Development Center (World Bank) in Silliman University,**
- 2) Volunteers Against Crime and Corruption (VACC)**
- 3) Social Watch Dumaguete and Allied NGOs and Groups who coordinate with the City Planning and Development Office and the Sectoral Desks Office.**

**These three integrity circles were later merged into one IC**



The CTG on which the public service survey was based



The Dumaguete City IC composed mostly of academics from Silliman University

# Cagayan de Oro City

Xavier University deepened its social involvement program with the CALL 2015 project by organizing a barangay-level IC focused on solid waste management (SWM) in Barangay Tablon, a coastal barangay.



The Barangay Tablon IC discussing solid waste management in the barangay



Women and men community leaders identify issues and solutions during a workshop

# Cagayan de Oro City

At the city level, dialogues between the city mayor and Xavier University paved the way for the establishment of a feedback mechanism where a multi-stakeholder IC can participate in local governance through citizens monitoring. The city-level IC was formed from a core of CSOs active in non-partisan electoral reforms advocacy with heightened activity during elections.



Barangay captains and civil society leaders in a dialogue with the Mayor



Dialogue panel included Cagayan de Oro City mayor Constantino Jaraula (rightmost)



## ***Target Output 2***

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**Citizens-Government dialogue and voice mechanisms are established**

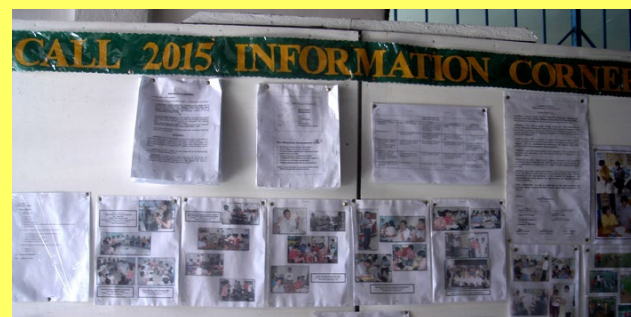
***Actual Output:***

# Tuguegarao

Barangay Tagga IC decided to conduct a barangay poverty profiling using the Community-Based Monitoring System (CBMS) as basis for identifying the development needs and priorities of the barangay and use the information for development planning and monitoring

A resolution for good governance was passed by the barangay council containing, among others, a provision allowing the Integrity Circle members to observe barangay council proceedings, other local government and community activities

A CALL 2015 Information Corner was installed at the Tagga Barangay Hall



# Science City of Munoz

An Integrity Circle Covenant was developed and adopted by the IC members who committed to closely monitor the delivery of basic health services to the 37 barangays in the city and track the achievement of MDG targets in health (MDGs 4, 5 and 6)

A survey on the actual health services in the city was conducted by the BHWs and was discussed and analyzed in participatory meetings to come up with priorities and strategic focus for the IC next moves.



City Health Center got a boost with the health-focused IC



Mayor Nestor Alvarez encouraged IC members during the end-of-project activity on April 15, 2008

# Pasay City

Among the Citizens-Government dialogue and voice mechanisms established were

1. Strengthened HOPES program. Results were: \_\_\_\_\_
2. Technical Education and Skills Development Committee (TESDC) meetings
3. Regular Monthly Coaching for Senior Life Skills Trainers
4. Sustaining the OSY program by the city through inclusion of a budget of Php500,000 in the 2008 Annual Investment Plan (AIP)



Mayor Wenceslao Trinidad announced a P500,000.00 budget allocation for the Pasay HOPES program of the IC during the CALL 2015 end-of-project activity on January 23, 2008

# Dumaguete

**A survey was conducted to get information on the quality of government service. Barangay orientations on the survey results were conducted.**

**A series of seminar-workshops on good governance utilizing the results of the survey was conducted. Experience and lessons from the project were incorporated in the curriculum. An IEC plan was designed and implemented.**



# Cagayan de Oro

The CALL 2015 project complemented Xavier University's and, in particular, Kristohanong Katilingban sa Pagpakabana (KKP) - Social Involvement Program (SIP)'s advocacy in the area of good governance. After project completion, the site and activities were assumed as part of the regular programs of XU.

The data and experiences generated from the engagement was a concrete input to the first dialogue mechanism at the city level



Xavier University mainstreamed its involvement in Barangay Tablon in Cagayan de Oro City By integrating the same in its social involvement program utilizing student volunteers

### ***Expected Output 3.***

**Sound MDG practices that promote anti-corruption are adapted and replicated**

### ***Actual Output:***

**Two CSOs, that is, the Concerned Citizens of Abra for Good Governance (CCAGG) and the Intercessors for the Philippines (IFP), each with more than 20 years experience in promoting transparency and accountability, shared knowledge and demonstrated technical know-how to 5 CSOs and academic institutions who established integrity circles in five (5) cities in the Philippines.**

Pura Sumangil of the CCAGG sharing her experiences in advocating for transparent and accountable governance during the CALL 2015 workshop module as part of the June 29, 2007 LMDGs business meeting



# Tuguegarao

The city government, led by the mayor and CPDO, invited the city-level IC to monitor and evaluate the performance of the city. It also challenged all the barangays to replicate the Barangay Tagga experience with city government support. A number of barangays signified interest to replicate CALL 2015.



Barangay Tagga officials receive certificate of recognition from Sister Remy Junio, President of Saint Paul University Philippines, Cris Rollo of UN-Habitat and Tuguegarao City Mayor Delfin Ting




Mayor Delfin Ting challenging other barangays to replicate CALL 2015 during the culminating activity on May 8, 2008



# Dumaguete

- The community response and customer feedback survey results will be turned over by the IC to the city for appropriate action.
- A series of dissemination workshops on the survey results will be conducted in all the barangays in the city.
- Another round of survey will be done next year to monitor improvement in service delivery by the city offices

Annex D. Community Response and Customer Feedback Form 

Thank you for visiting our city government offices and availing of services made possible through your taxes. Your responses to the following survey will help the city government to improve the delivery of public services. On a scale of one (1) to five (5) with 5 as the highest score, please kindly check the appropriate box.

Department/Office Visited:	
Service(s) Availed of:	
1 2 3 4 5	
Office	
1	Easy to locate
2	Presence of signages/direction indicating location
3	Cleanliness and orderliness
4	"No smoking" ban observed
Requirements	
5	Clear information on requirements
6	Information on amount of fees and penalties
7	Clear directions on offices to be visited to get requirements
8	Number of requirements
Office Staff	
9	Welcoming attitude
10	Availability of person(s) in-charge
11	Person-in-charge is knowledgeable
12	Compliance of transaction period
13	Observance of dress code
14	Well-mannered and courteous
15	Positive response to suggestions
Information	
16	Clear directions on offices to be visited for information
17	Information requested is readily available
18	Data/information requested is updated regularly
19	Availability of other relevant information

Comments and Suggestions: \_\_\_\_\_

Name: \_\_\_\_\_ (optional)

This form is available at the Office of the City Administrator and should be submitted to the Office of the Mayor.

Questionnaire used for the public service survey covering  
15 key city offices

# Cagayan de Oro

- The Tablon SWM program will be integrated into the outreach program of Xavier University utilizing student volunteers to work with the community
- Other barangays in the city will replicate, with innovations, the Tablon experience. This means building on the gains of the LEPM and enriching the same with local Integrity Circles to promote better community ownership of the program



Barangay officials and CSOs during the CALL 2015 city dialogue



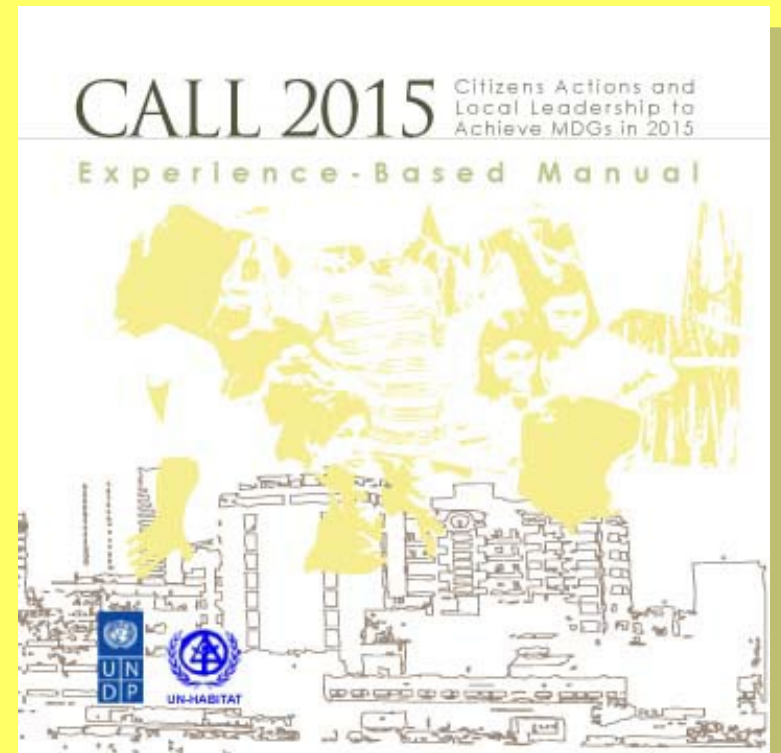
Student volunteers for CALL 2015 from Xavier University

### ***Expected Output 3.***

**Sound MDG practices that promote anti-corruption are adapted and replicated**

### ***Actual Output:***

The experiences of the 5 CALL 2015 cities have been documented and a CALL 2015 Manual will be published as basis for dissemination, sharing, cross-fertilization and replication.



## Ways in which CALL 2015 is catalytic or innovative

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CALL 2015 addressed the **gap between government performance monitoring and citizens monitoring** by focusing on greater grassroots and civil society engagement in MDG implementation and monitoring. Through the MDG Integrity Circles, citizens especially grassroots women are made to be aware, engaged and made LGUs accountable in ensuring the MDG targets are met and implemented **with integrity**.

CALL 2015 is catalytic in that it achieved its goals through the formation of **Integrity Circles** and establishment of **voice mechanisms** .

# Directions

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- End-of-project business meeting on May 30, 2008
- Publication of CALL 2015 Manual
- Sustaining efforts through **FACES** (**F**amily-based **A**ctions for **C**hildren and their **E**nvironments in the **S**lums) Project
  - Of the 5 participating cities in CALL 2015, 3 cities are again participating in FACES

***THANK YOU***  
***for sharing this***  
***experience with us!***

