

Dearest PHILIPPINES

WRITE TO THE FUTURE OF PHILIPPINES

Warm greetings to the one who is reading this;

Welcome to Dearest Philippines Campaign! We would like to thank you from the bottom of our hearts for having the interest to check and (hopefully) eventually participate in this campaign. First things first, you probably are wondering what this is all about, and are also asking yourself why you have to get involved. Well, the following would give light to some of the questions bothering your mind. Let's get started!

WHAT is the DEAREST PHILIPPINES CAMPAIGN?

DEAREST PHILIPPINES is a campaign that aims to collect tons of letters from interested, concerned and involved citizens with Philippine connections, about their message for future of the nation. This is inspired by the Service Design Thinking. Service Design Thinking is about designing service (obviously!) but that which involves the people in its planning and organizing, to strategize all the components attached to the given service to improve quality and interface between the providers and the recipients. Lucy Kimbell, one of the authors of the book "This is Service Design" looks at Service Design thinking as something that "takes as its focus humans rather than organisations, and finding ways to help organisations and stakeholders co-create value. What does matter is that understanding value and the nature of relations between people and other people, between people and organisations, and between organisations of different kinds are now understood to be central to designing services". So Service Design Thinking works with the grassroots and elevates the status of those who are directly (and indirectly) affected by a service.

One of our benchmarks is the DEAREST SCOTLAND CAMPAIGN launched in 2014. We have also launched the DEAREST SAGADA campaign just recently. Like the DEAREST SCOTLAND and DEAREST SAGADA campaigns, the DEAREST PHILIPPINES is a platform that enables the free expression of ideas and thoughts, feelings and expressions from people who have something to say. It comes in the form of letters, handwritten or digitally-made, to answer the questions "what Philippines isn't, but should be", "what I would like to apologize for" and "what I would like to thank you for". So why letters? It's innovative and it is more personal, and isn't it more meaningful to write letters to the ones you care about?

So yes, you can say that the DEAREST PHILIPPINES campaign is a YES campaign. You can also say that the DEAREST PHILIPPINES is just about you talking to someone you care about. But what is important is we want you to write your letter to the Philippines.

WHY ARE WE DOING THIS?

One of the reasons why we decided to adopt this project is because we want to usher change in a new way. And yes, it is timely because we, as a nation, will be electing our new batch of leaders who we hope will keep

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the legacy of making Philippines one of the best places to live in. Isn't it great to write to the country and express what we feel about her? But more than it being connected to politics, we are doing this because we want the people to connect deeper with the Philippines, and establish a more meaningful relationship enveloped by a deeper sense of care not just for today but for the future. This is just a small start but we hope we can make this campaign huge. We love Philippines, many people do. So let us join hands and shape the best Philippines. If you want to know more about our campaign, or if you want to forward your own local DEAREST campaign in your own communities, and would want to connect, feel free to contact us through info@dearestphilippines.com.

HOW DOES IT WORK?

It's actually simple. We are already providing you a template to work with (this right here!). You can find copy of this template in our teaser website dearestphilippines.com and from our Facebook page Dearest Philippines. Just download, print out, compose your letter (handwritten or typed, but we really do love to see your handwriting), and send it back to us via email or post (you'll find our temporary address on the footer). If you want us to send you the hard-copy version, send us an email with your name and mailing address.

WHAT SHOULD I WRITE IN THE LETTER?

Well aside from the guide questions found in the following page, you can also write basically ANYTHING (you read that right)! You can write as much as you want or a word is just enough. Tell a story, a dream, a vision, an experience. You can be poetic, romantic, amusing, serious, provoking, or angstful. We trust you with that, but please do start with Dearest Philippines...

OUR ASPIRATIONS?

Well, first of all, we want your letters, as many of them as possible. Once we receive your letters, we will have them catalogued and will be available for viewing through our website. More than that, we hope to exhibit your letters in the future and we will invite as many as possible for a reading session with friendly discussions (probably over cups of overflowing coffee – who wouldn't love that?). We also aim to compile your letters in a book. Finally, we will work with the locals especially the youth in the creation of events to follow-up your letters.

Throughout the year we will continue collecting and archiving your letters (let's see how many volumes we can come up with). Later on, with our team of young people from the community, we will work together to analyze common themes from your letters.

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WE'D LIKE TO GET TO KNOW YOU MORE

If you don't mind, we'd like to ask you one last thing, to provide us the details below so we can map out where the letters are coming from and so we can give you the credits for your inputs to the collective vision of Dearest Philippines.

Complete name: []

Gender: [] Male [] Female [] Other

Age: []

Occupation: []

Area: []
(Barangay, Municipality, City, Country)

Email address (if applicable): []

Post Code: []

Contact no.: []

How did you hear about us (if applicable) []

Data submitted above will not be shared with exception of first name, age and area/location which will be published alongside your letter.

If you however prefer your first name, age and area to be published, please tick this box. []

If you are happy to submit your letter but would prefer to stay anonymous, please tick this box. []

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Other data submitted (Occupation, Email and Post Code) will only be used to produce statistics on our reach and for us to continue to contact you. If you would like to receive updates via email, please tick this box. ☐ ☐

Do you grant us a non-exclusive, royalty free, worldwide license to use your letter in the following outputs:

- ☐ ☐ *On dearestphilippines.strikingly.com*
- ☐ ☐ *In a Dearest Philippines book*
- ☐ ☐ *To 3rd party outlets like the media and magazines*

Dearest Philippines is a not for profit but a youth-led initiative and is seeking to create a crowd sourced vision for the country. Granting us a license to use your letter in the above will allow us to take this mission further.

1.1 You agree that Dearest Philippines have the sole right to not publish your letter if they so wish to, if it breaks any of the following decency standards:

Is believed to infringe on copyright, trademark or other intellectual property, disclose or provide information protected under any law, or agreement, be discriminatory, unlawful, tortuous, obscene, fraudulent, defamatory, harmful, threatening, pornographic, indecent, vulgar, harassing, discourteous, hateful, abusive or racially, ethnically, religiously, sexually or otherwise offensive.

1.2 Dearest Philippines expressly disclaim any and all liability in connection with any content. Dearest Philippines will always attempt to publish in good faith that published content does not break any of the above decency standards and is owned wholly by the submitter.

You accept the Terms and Conditions above in sections 1.1 - 1.2 ☐ ☐

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