

## MEMORANDUM CIRCULAR NO. 2025-01

**TO:** Heads of Executive Departments, Agencies, Bureaus, Offices, State Universities and Colleges, Government-Owned and/or -Controlled Corporations, Legislative and Judiciary Branches, Constitutional Bodies, Other Instrumentalities of the National Government, Local Government Units, and All Others Concerned

**SUBJECT:** Guide for the 2025 National Women's Month Celebration

**DATE:** February 3, 2025

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### 1.0 Purpose

This Memorandum Circular is issued by the Philippine Commission on Women (PCW) to provide guidance to stakeholders in their preparation and conduct of the National Women's Month Celebration (NWMC) in March 2025. The following sections are included:

- Background and Policy Mandates;
- Multi-year Theme and Objectives;
- Focus for the 2025 NWMC Campaign;
- Suggested Activities for Stakeholders;
- PCW-Organized Activities;
- Observance of Health and Safety Protocols and Conduct of Peaceful and Non-partisan Activities;
- Use of Gender and Development (GAD) Budget; and
- Details for Sending Inquiries and Feedback

### 2.0 Background and Policy Mandates

The National Women's Month is an important occasion that recognizes the significant contributions of women in nation-building. Held every March, it serves as a platform to honor the achievement across various sectors while emphasizing the continuous need to advocate for gender equality and women's empowerment.

The PCW leads the annual celebration, which highlights the invaluable roles women play in the country's development. The celebration underscores the need

to respect, protect, and fulfill women's rights, empowering them to realize their full potential and well-being. It positions women as active contributors to the nation's progress, ensuring that their voices and contributions are celebrated and acknowledged. Additionally, the NWMC aligns with the global observance of International Women's Day (IWD), reinforcing the worldwide movement for gender equality and women's empowerment.

The following issuances serve as the legal bases for the NWMC:

- **Proclamation No. 224, s. of 1988** – Declaring the first week of March each year as **Women's Week** and **March 8** as **Women's Rights and International Peace Day**;
- **Proclamation No. 227, s. of 1988** – Providing for the observance of the Month of **March as Women's Role in History Month**; and
- **Republic Act No. 6949 (1990)** – Declaring March 8 of every year as National Women's Day.

In addition, the country also celebrates the **Girl Child Week** and the **Women with Disabilities Day** within the NWMC in accordance with the following:

- **Proclamation No. 759, s. of 1996** – Declaring every **fourth week of March** as the **Protection and Gender-Fair Treatment of the Girl Child Week**. This underscores the necessity to afford every girl under the age of 18 equal opportunities and sufficient protection, preparing her for a role in community development.
- **Proclamation No. 744, s. of 2004** – Declaring the **last Monday of March** of every year as **Women with Disabilities Day** to advocate for the safeguarding and integration of women with disabilities into society, ensuring they receive equal rights in legal matters and across all facets of human pursuits.

### **3.0 Multi-year Theme and Objectives**

This year marks the third installment of the 2023-2028 recurring NWMC campaign banner: ***WE for Gender Equality and an Inclusive Society***. It serves as both a positive affirmation and a call to action, renewing the commitment to advocacy. Building on the successes of the 2016-2022 theme, "***WE Make CHANGE Work for Women***," this recurring theme highlights the ongoing need for compassionate, unified networks to promote gender equality and women's empowerment (GEWE).

The banner not only represents a statement of progress but also serves as a powerful call for sustained action. It symbolizes the milestones achieved in narrowing gender gaps in the Philippines, while rallying broader support for the advocacy. According to

the 2024 Global Gender Gap Report by the World Economic Forum (WEF), the Philippines remains the most gender-equal country in Asia. However, a recent drop in the ranking, from 16th to 25th place, highlights areas that need urgent attention.

The Philippines has achieved 77.9% gender parity, with Educational Attainment reaching full parity. The country maintains a strong performance in Health and Survival, scoring 96.8%, consistent with 2023, and ranks first in Healthy Life Expectancy with a score of 106%. However, Economic Participation has declined to 77.5%, marking a 1.4 percentage point drop from 2023, while Political Empowerment remains stagnant at 46.2%, showing no progress. The Global Gender Gap Index evaluates gender equality across four critical dimensions: Economic Participation and Opportunity, Educational Attainment, Political Empowerment, and Health and Survival.

The recurring theme is also aligned with the [Philippine Development Plan 2023-2028](#), which envisions “deep economic and social transformation to reinvigorate job creation and accelerate poverty reduction by steering the economy back on a high-growth path.” The plan underscores the importance of inclusive growth, aiming to foster an environment that provides equal opportunities for all Filipinos and equips them with the skills necessary to actively participate in a globally competitive economy.

### ***Elements of the Theme:***

- **WE** represents both **Women and Everyone**, highlighting the collective responsibility for achieving gender equality. This responsibility does not rest solely on women but requires the involvement of all sectors—individuals, agencies, institutions, private partners, and duty-bearers at both national and local levels. **WE** also stands for **Women's Empowerment**, a goal that can only be achieved when all these entities work together to ensure women have equal rights and opportunities. Women's active participation in seizing these opportunities is equally essential. Through the combined efforts of Women and Everyone, gender equality can transition from an aspiration to a tangible reality.
- **Gender Equality** constitutes the first component of the GEWE advocacy, representing the fundamental goal in advancing women's rights. The theme underscores the urgent need for accelerated action to intensify efforts toward this crucial aspiration. According to the Global Gender Gap Report, the lack of significant, widespread progress has delayed the timeline for achieving gender parity. Current data indicates that it will take 134 years—roughly five generations—beyond the 2030 Sustainable Development Goal (SDG) target to achieve full parity. It is noteworthy that no country has yet achieved full gender parity, meaning that many of us, and likely most of our children, may not witness gender parity within our lifetimes.

However, hope remains. The fight for gender equality today is an investment in a more inclusive and equitable future, even if its full realization may extend beyond

our current generation. The phrase “gender equality”—preceded by the word “for”—serves as a call to action for both Women and Everyone to advocate for, act on, and promote equality and inclusivity.

- **Inclusive Society** extends beyond a gender-responsive approach; it envisions a community that transcends distinctions in SOGIE, class, ability, generation, status, and culture. It aspires to a society where every individual, each inherent rights and responsibilities, plays an active role. Equality and inclusion are interwoven elements of the GEWE advocacy, emphasizing the importance of cultivating a society that embraces and celebrates diversity.

### ***Objectives:***

Agencies at the national and local levels, as well as other stakeholders, shall be guided by the following general objectives in planning their NWMC 2025 activities:

- Increased awareness and advocacy for gender equality resulting in greater recognition of women’s equal rights, power, and opportunities across all sectors;
- Enhanced inclusion of marginalized and vulnerable sectors of women, including indigenous women, rural women, and women with disabilities, among others, through targeted initiatives that ensure their participation and access to programs and resources promoting inclusive development;
- Strengthen multi-sectoral collaboration with national government agencies (NGAs), local government units (LGUs), non-governmental organizations (NGOs), civil society organizations (CSOs), private sector, and other stakeholders leading to improved policies, access to services, and sustainable opportunities for women; and
- Improved policies and gender-responsive governance, ensuring sustainability of gender equality efforts beyond 2025.

## **4.0 Focus for the 2025 National Women’s Month Celebration**

The year 2025 marks a significant milestone in the pursuit of gender equality and women’s empowerment in the Philippines and globally. This year commemorates:

- The 50th anniversary of the PCW;
- The 30th anniversary of the Beijing Platform for Action (BPfA);
- The 45th year of the Philippines’ signing of the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW);
- Three decades since the introduction of the GAD budget policy under the 1995 General Appropriations Act (RA 7845); and
- The culmination of the 30-year Philippine Plan for Gender-Responsive Development (PPGD).

These milestones reaffirm the country's long-standing commitment to advancing women's rights and promoting inclusive development.

With the goal of fostering a society where all women have equal rights, power, and opportunities, the 2025 NWMC carries the sub-theme: **“Babae sa Lahat ng Sektor, Aangat ang Bukas sa Bagong Pilipinas”**. This reinforces the core objective of RA 9710, or the Magna Carta of Women—to empower women, promote gender equality, and ensure equitable access to resources and opportunities.

This year's focus will continue to support the administration's brand of governance and leadership, aligning with the rallying cry for an all-inclusive plan for economic and social transformation. We reaffirm our commitment to building a **“Bagong Pilipinas”**—a nation where women have equitable opportunities, free from gender biases and discriminatory stereotypes.

The phrase **“Babae sa Lahat ng Sektor, Aangat ang Bukas”** embodies a sense of optimism and hope, symbolizing a future where women's lives are truly uplifted. It reflects the commitment to translating gender equality efforts from policy into tangible, meaningful changes in the lives of women. This vision seeks to ensure that all women, particularly those from underserved communities and marginalized sectors, reap the benefits of gender equality in their daily lives. By prioritizing these groups, the 2025 NWMC emphasizes the need for inclusive progress, ensuring that no woman is left behind in the journey toward equal opportunities and empowerment.

This vision calls for a multi-sectoral approach, engaging NGAs, LGUs, NGOs, CSOs, and other stakeholders to:

- Strengthen legal frameworks;
- Improve access to essential services; and
- Create sustainable opportunities for women.

The NWMC provides a vital opportunity for everyone to reflect on and challenge the deeply rooted gender norms and biases, particularly those that contribute to the marginalization of women from underserved communities. This annual observance serves as a platform to identify and transform practices, beliefs, and societal expectations that reinforces gender inequality. By fostering discussions, advocating for policy changes, and promoting gender-fair practices, the celebration encourages a cultural shift that ensures that women from all sectors have equal access to opportunities, resources, and the full recognition of their rights. Through collective action, we can reexamine and reshape traditional norms that limit women's roles and contributions, creating an environment where every woman's potential is acknowledged, valued, and fully supported regardless of her background or circumstances.

The celebration also highlights the crucial role of men as allies in dismantling systemic barriers and fostering an inclusive society. Together, these efforts aim to make gender equality a reality for all women in the Bagong Pilipinas.

## 5.0 **Suggested Activities for Stakeholders**

PCW calls on all government agencies, NGOs, sectoral groups, private entities, CSOs, and various stakeholders at the national, regional, and local levels to organize meaningful and relevant activities that directly engage marginalized sectors, as outlined in the Magna Carta of Women. These activities should align with the central theme and sub-themes of the 2025 NWMC and the GAD objectives. Potential activities may include:

**5.1 NWMC-themed Flag Raising Ceremony** – NGAs and LGUs are encouraged to integrate NWMC announcements, reminders, messages, and activities into their Flag Raising Ceremonies during the last week of February and the first week of March (or on other relevant dates). It is strongly recommended that the All-Women Cast Lupang Hinirang music video be featured in NWMC events. The video can be downloaded from <https://library.pcw.gov.ph/lupang-hinirang-all-women-cast/>.

**5.2 For GAD Focal Point System (GFPS) Members** – Members of the GFPS from agencies tasked with empowering women and girls in marginalized sectors are invited to participate in the onsite event on March 5, 2025. ***Further updates with specific details will be posted on the NWMC webpage.***

**5.3 Bawat Sektor ng Kababaihan laangat!** – Under the rallying call to “***leave no one behind***”, stakeholders are encouraged to organize interactive activities that address the specific issues and concerns of marginalized women. Stakeholders may consider the following suggested activities/events related to this:

### 5.3.1 ***Sector-specific dialogues and forums***

Inviting representatives from marginalized sectors, gender experts, and advocates to provide insights on empowering women in underrepresented communities and tackling their unique challenges.

### 5.3.2 ***Conduct workshops for inclusion and equality***

- Conduct of onsite or online workshops on topics, which includes but is not limited to leadership development, financial literacy, digital literacy, mental health and livelihood skills.
- Facilitate small-group discussions to reflect on the importance of inclusion and equality across all sectors of society. This hands-on approach not only raises awareness but actively engages stakeholders in amplifying the voices of marginalized women and creating a supportive environment for their empowerment.

#### **5.3.3. *Cultural celebration and awareness events***

- Host art exhibits, storytelling sessions, or performances that showcase the traditions, identities, and contributions of marginalized women.
- Organize food and craft fairs featuring products made by marginalized women to highlight their economic and cultural significance.

#### **5.3.4 *Community engagement and co-creation sessions***

- Arrange visits to communities of marginalized women to understand their challenges better and gather input for policy recommendations.
- Use these sessions to co-create solutions and ensure stakeholders' interventions are responsive to real needs.

#### **5.3.5 *Interactive online campaigns***

- Launch social media initiatives encouraging marginalized women to share their stories.
- Host webinars with inspiring women leaders from marginalized sectors to discuss empowerment strategies.
- Highlight and celebrate the achievements of women leaders from marginalized communities.

**5.4 GAD Forum / GAD Agenda Setting** – NGAs and LGUs are encouraged to hold onsite, virtual, or hybrid activities that address gender issues within their scope, aligned with their respective mandates. These initiatives can focus on tackling gender-related challenges and assessing internal concerns that require immediate attention. Through GAD agenda setting, NGAs and LGUs can reflect on their GAD journey and strategically plan future initiatives to promote gender-responsive governance. This approach aims to enhance the well-being of both their clients/constituents and internal stakeholders.

**5.5 #GADtoKnow** – NGAs and LGUs are encouraged to create, circulate, and/or disseminate information materials (both online and in print) that showcase their gender-responsive programs and services for women. These materials should include simplified steps and requirements for women to access these services. Additionally, participating agencies and stakeholders are urged to develop and distribute various Information, Education, and Communication (IEC) materials related to the NWMC and relevant women-related laws. Agencies can access these information materials at <https://library.pcw.gov.ph>.

**5.6 Our Women's Month Stories** – As PCW celebrates its 50th anniversary and continues to build its #PCW50 HerStory, we encourage all government agencies to share their NWMC stories through photos, videos, or other forms of media on their social media platforms. Reflecting on how they have celebrated Women's Month through the years, these stories will not only showcase their ongoing

commitment to gender equality but also highlight how the celebration empowers their agency and inspires others to join the movement.

**5.7 2024 NWMC banner of support** – Show that you are for gender equality and inclusive society! Exhibit the NWMC banner prominently in front of your offices, landmarks, and other designated areas. In addition, upload the digital version to your agency's or organization's official website and social media accounts.

**5.8 #PurpleWednesdays, #PurpleYourIcon and #PurpleYourProfile** – Show your commitment to women's empowerment and gender equality by wearing purple every Wednesday throughout March. Extend your support by illuminating offices, landmarks, and public spaces with purple elements as a tribute to women and their invaluable contributions to society. Join the online movement by updating your profile picture with PCW's official frame through #PurpleYourProfile, helping to amplify awareness and engagement in digital spaces. These simple yet impactful actions not only celebrate women but also sparks conversations about Women's Month.

**5.9 Musika ng Kababaihan Fridays (#MNKFridays)** – Tune into gender equality through melodies and harmony! Every Friday throughout March, share the empowering songs from the MusikJuana Songwriting Contest and other PCW advocacy tunes in office spaces, public and private establishments, parks, and across social media platforms. Let these anthems of women's empowerment inspire action and amplify the message of gender equality: <https://library.pcw.gov.ph/search/?q=musikjuana>.

**5.10 Offer your own “Serbisyo para kay Juana”** – Public and private entities that provide direct services, transactions, and products to the public may choose to extend gestures of appreciation to women and girls on IWD (March 8) and throughout March. These tokens may include freebies, discounts, priority lanes, and other special promotions in honor of the celebration. These events can serve as platforms to showcase initiatives and programs aimed at empowering women. Stakeholders who wish to have their #SerbisyoParaKayJuana activities included in PCW's official announcements are invited to fill out the form on the NWMC webpage.

**5.11 Coordination with regional and local GAD mechanisms** – Government agencies may facilitate inter-agency efforts to enhance the implementation and monitoring of key legislation, including the Magna Carta of Women and other laws on women's rights and GAD. Strengthening cooperation at regional and local levels ensures a more cohesive and effective approach to advancing gender equality and empowering women in their communities.

**5.12 Organize activities in support of the Girl Child Week and the Women with Disabilities Day Celebration** – Everyone is encouraged to join the Girl Child Week, observed every fourth week of March, which is led by the [Council for](#)

[the Welfare of Children \(CWC\)](#), as well as the Women with Disabilities Day celebration spearheaded annually by the [National Council on Disability Affairs \(NCDA\)](#).

**5.13 Use the official collateral designs released by PCW** – Stakeholders are encouraged to use the official branding design released by PCW for the 2025 NWMC. The branding guide, standard banner, and sample collateral designs are available for download on the NWMC webpage.

**5.14 Use the official hashtag: #WEcanbeEquALL** – Stakeholders are invited to use this hashtag to express their dedication, showcase their activities, engage in online conversations, and share their commitments and action plans for advancing gender equality and fostering an inclusive society.

**5.15 Support PCW's online advocacy** – Maximize the digital sphere to amplify the advocacy by promoting PCW's official social media accounts and creating NWMC campaigns tailored to your agency using the 2025 NWMC digital collaterals.

**5.16 Be featured in the NWMC Calendar of Activities and Activity Photos** – The PCW encourages agencies with planned activities to share the details with the Commission for inclusion in the NWMC Calendar of Activities. Additionally, agencies are invited to submit photos of their events for potential posting on PCW's Facebook page, pending review and compliance with deadlines. Activity lineups and photos can be submitted via the links provided on the NWMC webpage.

## **6.0 PCW-Organized Activities**

Stakeholders are encouraged to participate in or support the activities organized by the PCW in celebration of the 2025 NWMC:

**6.1 National Women's Month Celebration Kick-Off Event** – An onsite kick-off event will take place on March 5, 2025, featuring a trade fair and booths offering various services to women, particularly from marginalized sectors. These services will include medical services, legal consultation, and other essential services aimed at empowering women. The trade fair will showcase products from women-owned and women-led micro, small and medium-sized enterprises (MSMEs). This event is organized in collaboration with government agencies directly supporting these sectors, alongside NGOs and CSOs working on their behalf. The event will also serve as a platform for several key initiatives: launch of the guidelines for the first-ever *State of the Filipino Women Regional Report*; recertification of PCW's partner institutions for GAD training programs; the unveiling of the PCW 50th anniversary coffee table book; presentation of country's strategies moving forward derived from the BPFA country report; and launch of the *Threads of*

*Empowerment: Weaving Women's Stories*, a year-long nationwide symbolic initiative.

**6.2 Threads of Empowerment: Weaving Women's Stories** – A year-long initiative that features a symbolic patchwork tapestry, showcasing the diverse stories and challenges of women across the Philippines. Each government body or women's group from various regions in the country will contribute a unique design reflecting a specific advocacy or issue, weaving together a collective tapestry of women's experiences and aspirations. This initiative pays tribute to the cultural and economic contributions of traditional fabric artisans, including quilters, embroidery artists, weavers, and others specializing in the intricate world of textile crafts. By engaging these talented women—particularly those from marginalized communities, the project elevates their exceptional skills, honors their heritage, and amplifies their voices. Beyond raising awareness of women's issues, it fosters solidarity and strengthens the call for gender equality and women's empowerment. Through partnerships with regional agencies, LGUs, local NGOs, CSOs, and other stakeholders, the initiative ensures these voices remain at the forefront, weaving a future where no one is left behind.

**6.3 International Women's Day Celebration: Herstory** – As part of PCW's 50th anniversary celebration, an online viewing of the PCW HerStory video documentary will be held. The documentary highlights PCW's 50-year journey of leading progress, championing women, and weaving a brighter future for Bagong Pilipinas.

**6.4 Pakigduyog: Women's Summit** – Organized by the PCW-North Mindanao Field Office, the third Pakigduyog: Women's Summit will be held in Butuan City, Region XIII (Caraga). The event will feature a one-stop shop with booths set up by government agencies offering free services to participants, women's bazaar showcasing products by women-owned and women-led MSMEs, commitment pledge to affirm participants' support for gender equality and women's empowerment, and breakout sessions led by various government agencies focusing on lectures and workshops on accessible housing options, mental health, financial literacy, cybersecurity awareness, and others.

**6.5 #JuanaSays 2025** – Now on its 11th year, #JuanaSays campaign will feature statements from women across all walks of life, particularly those from marginalized sectors. It aims to raise awareness on the specific challenges these women wish to highlight, spark meaningful conversations, inspire action, and foster a deeper understanding of the challenges women face in society.

**6.6 #WEcanbeEquALL** – Mobilizing support for the cause of gender equality, the online campaign aims to express our optimism that #WEcanbeEquALL. This hashtag encourages Women and Everyone (WE) to advocate for equality and inclusivity, ensuring that all individuals—regardless of gender, ability, status, or

circumstances—receive the respect and rights they deserve. With the rallying cry #WEcanbeEquALL, no one should be left behind.

**6.7 2025 NWMC Sticker Pack** – A digital collection of stickers featuring empowering messages about gender equality and women's empowerment. These stickers serve as a powerful means to inject positivity into daily digital interactions while promoting the core values of equality and empowerment. Users can effortlessly incorporate these stickers into their conversations, sparking awareness and encouraging discussions on the critical issue of gender parity.

## **7.0 Observance of Health and Safety Protocols and Conduct of Peaceful and Non-partisan activities**

The PCW reminds all stakeholders to adhere to relevant health and safety protocols when conducting physical gatherings in their respective areas. The annual celebration of National Women's Month is a peaceful and non-partisan event. To ensure the focus remains on the advocacy, please refrain from using PCW-produced materials for any partisan political activities.

## **8.0 Use of Gender and Development (GAD) Budget**

The PCW organizes the NWMC, an annual advocacy event, in line with existing legal and GAD mandates. This initiative seeks to raise public awareness of women's issues and recognize the vital contributions of women in society. Government offices may allocate expenses for the NWMC from their GAD Budget and include them in their GAD Accomplishment Reports, provided that the activities align with the theme, objectives, and focus area specified in PCW's guidelines and fall within the mandate of the implementing agency.

This Circular is not intended to alter established policies related to GAD Planning and Budgeting, procurement, auditing, or other financial and administrative regulations set by relevant oversight agencies.

## **9.0 Details for Sending Inquiries and Feedback**

Stakeholders are encouraged to visit the following link for more information, downloadable collateral designs, and updates about the 2025 NWMC:

**<https://pcw.gov.ph/2025-national-womens-month-celebration/>**

Announcements are also available on PCW's official social media pages:

<https://www.facebook.com/PCWgovph>  
<https://twitter.com/PCWgovph>  
<https://www.instagram.com/pcwgovph/>

Advocates can also join the PCW's Viber Channel for the latest updates:

<https://bit.ly/pcwgovphviber>

For further questions and clarifications, stakeholders may contact PCW's Corporate Affairs and Information Resource Management Division through Trunk Line: (02) 8735-1654, 0917-845-4814, and look for Ms. Jescel Aquino and Ms. Shiekah Sandigan or email: [womensmonth@pcw.gov.ph](mailto:womensmonth@pcw.gov.ph) and [media@pcw.gov.ph](mailto:media@pcw.gov.ph).

#### **10.0 For guidance and appropriate action.**



**ERMELITA V. VALDEAVILLA**  
Chairperson