



REPUBLIC OF THE PHILIPPINES

NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

MEMORANDUM CIRCULAR NO. 01

TO : ALL HEADS OF EXECUTIVE DEPARTMENTS, AGENCIES, BUREAUS, OFFICES, STATE UNIVERSITIES AND COLLEGES (SUCs), GOVERNMENT-OWNED AND/OR CONTROLLED CORPORATIONS (GOCCs), LEGISLATIVE AND JUDICIARY BRANCHES, CONSTITUTIONAL BODIES, LOCAL GOVERNMENT UNITS (LGUs), OTHER GOVERNMENT INSTRUMENTALITIES AND ALL OTHER CONCERNED

SUBJECT : ECONOMIC AND FINANCIAL LITERACY WEEK 2023


DATE : October 16, 2023

1. Pursuant to Republic Act No. 10922, also known as the Economic and Financial Literacy (EFL) Act, the National Economic and Development Authority (NEDA) is mandated to lead the annual celebration of the EFL Week, which takes place every second week of November.
2. The overall theme for this year's celebration of the EFL Week (November 6-10, 2023) is "**Bayanihanomics: Sama-samang Pakikilahok para sa Matibay na Ekonomiya**" — a portmanteau of the words "*bayanihan*" and "economics" to signify alignment with the goal of the Philippine Development Plan 2023-2028 to promote collaboration geared towards inclusive economic growth and sustainable development.
3. To ensure meaningful observance and generate public awareness of EFL, all government agencies and instrumentalities, including LGUs, GOCCs, and relevant agencies, are enjoined to participate in this celebration by undertaking any of the following activities:

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- a. Conduct of roundtable discussions, brown bag sessions, seminars and workshops that will effectively engage a wide range of stakeholders, with an emphasis on the theme and other economic and financial concepts;
  - b. Display of the official streamer and/or digital poster of EFL Week 2023 in the agency's lobby monitor or billboard, including regional and field offices, and LGUs from November 6-10, 2023;
  - c. Uploading of EFL Week 2023 social media banner on the government agency's official social media accounts and website;
  - d. Sharing of the information, education, and communication (IEC) materials for EFL Week 2023, including but not limited to posters and videos, on the agency's social media accounts and websites;
  - e. Collaboration and/or participation with member agencies of the Inter-Agency Committee on EFL for the conduct of EFL Week-related national and regional activities;
  - f. Participation in the Philippine Economic Society (PES) Annual Meeting and Conference, by registering at <https://economicsph.org/pes61>;
  - g. Collaboration of SUCs with NEDA regional offices for the conduct of regional activities;
  - h. Issuance of 2023 EFL Week-related announcements by regional offices, provincial offices, and LGUs; and
  - i. Participation in the online campaign using the following hashtags: #Bayanihanomics, #SentroAngTaoSaPlano, #EFLW2023, and #EFL.
4. The IEC materials related to the celebration of the EFL Week 2023 are available for download in NEDA's website: <https://neda.gov.ph/economic-and-financial-literacy-week-2023/> and Facebook page: [www.facebook.com/NEDAhq/](http://www.facebook.com/NEDAhq/). NEDA is also open to collaboration and/or partnership opportunities for any EFL Week-related activities.
5. For inquiries, clarifications or partnership opportunities, all concerned may contact the NEDA Development Information Staff through email [&DIS-kmd@neda.gov.ph](mailto:&DIS-kmd@neda.gov.ph) or telephone nos. (+632) 8631-09-45 to 64 local 103.

  
**ARSENIO M. BALISACAN, PhD**  
Secretary



CERTIFIED PHOTOCOPY  
10/16/2023  
CONSTANTINE B. MAYUCA  
Administrative Officer I