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**Department of Science and Technology
TECHNOLOGY APPLICATION AND PROMOTION INSTITUTE**

DOST-TAPI Administrative Order No.: 007

Series of 2023

**Implementing Guidelines on the Stimulating Technology, Research, and
Inventions' Visibility and Engagement (STRIVE)**

Section I. RATIONALE

The Institutional Support for Technology Exposition (ISTE) is a banner program of the Technology Application and Promotion Institute (TAPI) under the Technology Information and Promotion Division (TIPD), that serves as an effective marketing and/or promotion strategy showcasing DOST's generated technologies and Filipino inventions on the latest advances in the Science and Technology (S&T) in the country.

ISTE Program is an excellent platform for the dissemination, sharing and exchange of information and ideas involving S&T development for the benefit of various sectors. It organizes and/or supports DOST and non-DOST S&T Fairs, local and international technology training, seminars, conferences, for a, contests and exhibits.

The STRIVE was established to develop and implement the marketing and communication strategies for the ISTE Program to level-up the awareness of the potential clients and the general public on the available DOST-TAPI programs for researchers, innovators and inventors in line with DOST-TAPI's mandated functions in promoting the commercialization of technologies and in marketing the services of other operating units of the Department.

Section II. OBJECTIVES

To increase the level of awareness of the ISTE Program's stakeholders utilizing various promotional platforms:

Specifically, STRIVE aims to:

1. Develop and implement marketing, promotional, and/or communication strategies for the promotion of ISTE Programs such as but not limited to NSTW/RSTW, NICE/RICE, NIW and other ISTE-related activities;

2. Maximize communication channels across platforms in print, broadcast, and online/digital platforms; and
3. Enhance gender responsiveness in the entire operation of the Institute to ensure that the services are participatory, fair, empowering, and sustainable through:
 - a) Increased access of stakeholders to all programs and services of the Institute; and
 - b) Updating and continuous enhancement of Gender and Development program in the Institute's policies and procedures.

Section III. DEFINITION OF TERMS

AVP's – Audio-Video Presentations (AVP) are handy tools for giving information during meetings, exhibits, trade expos, and lectures,

Featured Article – is a news story that goes beyond the facts to weave in a narrative and tell a compelling story.

IEC materials – information, education and communication materials such as posters, videos, pamphlets, booklets and brochures, specifically designed, developed and produced for IEC;

Inventor — person who invented, made and/or created a technical solution to a problem as evidenced by a patent document or such person as defined in guidelines for inventor-related programs covered by this guidelines.

Platform - the medium used in conveying a message, communication and/or information.

Press release - an official statement given to the media particularly newspapers, which provides information on a specific topic; This may be interchanged with news article or feature article published by the Institute;

Publication - any material used as an advertisement and/or information dissemination, maybe print, visual / audio-visual presentation, digital content, or multimedia materials;

Requesting party- an institution/ association / organization/ agency / individual who requests for the conduct of program orientation and/or any other similar assistance;

Stakeholders - A stakeholder is either an individual, group or organization that have an interest in the success of the project and can be within or outside the organization such

as DOST regional offices / agencies, inventors, researchers, school, universities, professional organization, etc.

Technology – is the application of scientific knowledge to the practical aims of human life.

Section IV. PROGRAMS COVERED

This guideline covers the existing, including future ISTE Program-related activities and/or events that may be implemented by the agency such as but not limited to:

1. NICE – National Invention Contest and Exhibits
2. NIW – National Inventors' Week
3. NSTW – National Science and Technology Week
4. RICE – Regional Invention Contest and Exhibits
5. RSTW – Regional Science and Technology Week
6. Non-DOST S&T Exhibitions
7. Seminar/Forum, Conference and Contest
8. Self-initiated/organized event (ex. HANDA or future plans)

Section V. ELIGIBILITY

The following entities shall be eligible for the assistance under this set of Guidelines:

1. DOST Agencies
2. DOST Regional Offices
3. Professional Organizations
4. State Universities and Colleges (SUCs)
5. Filipino Inventors' Organization accredited by TAPI.

Section VI. SCOPE OF WORK OF THE ISTE UNIT

Marketing, Communication, and Promotional Campaigns

1. Conceptualize marketing, communications, and promotional campaigns;
2. Present the campaign for funding approval, if applicable;
3. Implement the approved campaign;

Press Release or Feature Article

1. Research and gather of information, including conduct of interviews
2. Prepare articles and press releases;

3. Edit articles and press releases; submit material for approval, posting, and/or publication

Audio -Video Production (AVP)

1. Conceptualize story ideas and promotional video campaign format, including preparation of script if necessary;
2. Coordinate with concerned units;
3. Production shoot and/or post-production edit if necessary; and
4. Request for posting of video on the intended platform.

Printing, Dissemination and Publication Materials

1. Print and publish material; flyers, brochure, magazine, etc. and
2. Circulate and disseminate publication material and promotional materials through different platform social media pages, exhibits, mobile advertisement, etc.

Program Orientation

1. Orient or promote potential clients or stakeholders such as but not limited to DOST Regional Offices/Agencies, schools and universities, inventors' organization, other government agencies and professional organizations; and
2. Prepare presentation materials and other collaterals;

Partnership and Linkages

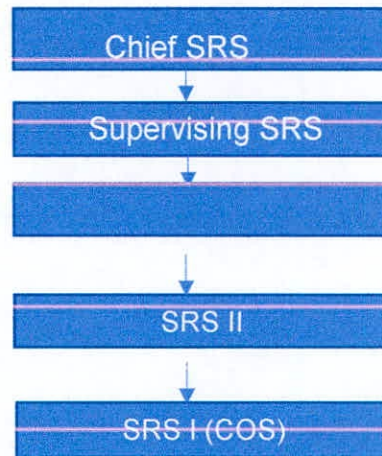
1. Initiate exploratory meetings with potential partners for collaborative undertaking particularly on program promotion;
2. Present proposed collaboration at DOST-TAPI EXECOM if necessary; and
3. Support the facilitation and/or execution of collaboration.

Section VII. COVERAGE OF EXPENSE ITEMS

Expenses that could be charged for the development and/or implementation of promotional, communication, and marketing campaigns may include the following expenses: professional services, communication, honorarium, token, supplies and materials, printing and binding, equipment and capital outlay, lease of venue, rent, representation, traveling, accommodation, per diem, subscription, advertising, training, transportation and delivery, semi-expendable items, repair and maintenance, taxes, insurance and other premiums, utilities, survey, awards and prizes, and other maintenance and operating expenses (other MOOE).

Section VIII. STRUCTURE

The STRIVE implementation is anchored under the ISTE Program of the TIPD headed by the Chief Science Research Specialist (SRS). The unit structure of staff is as follows:



Section IX. TERMS OF REFERENCE

Development of Promotional Campaign (featured articles, press releases, and AVPS)

1. ISTE unit may
 - a. Conceptualizes and/or researches content based on the ISTE program activities to be conducted;
 - b. facilitates preparation of press release or article, teasers/AVP and forwards the draft to the Supervising SRS who forwards the same to the Chief SRS;
2. The Chief SRS may already clear the same or forward the draft to the Office of the Director for approval.
3. The Office of the Director comments and/or approves and forwards the draft to TIPD;
4. ISTE unit revises and finalizes the press release or article, and/or teasers/AVP to DOST-TAPI's website administrator/s for posting in DOST-TAPI website/s and/or for cross-posting to the concerned partner DOST agencies / stakeholders.

Printing and Publications of Promotional Campaign


1. ISTE unit may
 - a. conceptualize content and/or format depending on marketing platforms and ISTE program's activities;
 - b. facilitates the printing and publication of the promotional materials as per received request from the DOST Top Management and/or TAPI Technical Division;
2. The request for the printing of corporate materials such as brochure, magazine, newsletter, book and other similar materials, shall be presented to the DOST-TAPI Executive Committee and shall be approved by the Office of the Director;
3. ISTE unit facilitates the distribution to partners, beneficiaries, and other stakeholders.

Section X. EFFECTIVITY

The Guidelines shall be effective immediately and shall remain effective unless superseded by new protocols, policies or guidelines or otherwise terminated by the DOST-TAPI.

City of Taguig.

Approved by:


ATTY. MARION IVY D. DECENA
Director