MEMORANDUM TO:

OIC-Office of the Assistant Schools Division Superintendent
Chief Education Supervisors, CID and SGOD
Secondary School Principals
Officers-in-Charge
Public and Private Schools

**MITSUBISHI ASIAN CHILDREN’S ENIKKI FESTA 2019**

Attached is a letter from Mr. Jonathan Jaime G. Guerrero, President, NAUCP dated July 31, 2019 re: Mitsubishi Asian Children’s Enikki Festa 2019, content of which is self-explanatory, for information.

Wide dissemination of this Memorandum is desired.

For:

**JOEL T. TORRECAMPO**
Assistant Schools Division Superintendent
Officer-In-Charge
Office of the Schools Division Superintendent

By:

**ELISA Q. CERVEZA**
Chief Education Supervisor, CID
Officer-In-Charge
Office of the Assistant Schools Division Superintendent
OIC- Office of the Schools Division Superintendent
31 July 2019

DR. JOEL T. TORRECAMPO
Officer-in-Charge
Division of City Schools Marikina
Shoe Avenue, Barangay Sta. Elena, Marikina, 1800 Metro Manila

Dear Dr. Torrecampo,

Greetings of Peace!

The National Association of UNESCO Clubs in the Philippines has partnered with the National Federation of UNESCO Associations in Japan in conducting the “Mitsubishi Asian Children’s Enikki Festa 2019”. This event aims to support literacy education and cultural exchange in the Asia-Pacific region.

This competition seeks entries from children ages 6-12 from the Philippines in the form of illustrated diaries (Enikki) drawn under the theme “Here is my Life”. Five drawings of Enikki constitute 1 entry. Top 8 entries will be selected by the National Executive committee and sent to Japan for the international competition.

The winners may have the chance to be invited to Japan for the awarding ceremonies along with his/her guardian. Likewise, the National Association of UNESCO Clubs in the Philippines will provide cash prizes to the top 8 entries and their drawings be published in the bi-annual newsletter of the organization with national circulation.

With this, may we please request that this event be endorsed to all interested pupils. Your help in the dissemination of this program is most appreciated.

Please find attached to this request the guidelines of the competition.

We look forward to a positive response from your office. Thank you.

Respectfully,

Mr. JONATHAN JAIME G. GUERRERO
President, NAUCP
2019-2020
Mitsubishi Asian Children's Enikki Festa

ENTRY GUIDELINES

Organizers
Mitsubishi Public Affairs Committee
Asian Pacific Federation of UNESCO Clubs and Associations (AFUCA)
National Federation of UNESCO Associations in Japan

Local Organizers
( )
( )

Supported by
UNESCO (tentative)
( )
( )

Participating Countries and Region (tentative)
Bangladesh, Bhutan, Brunei, Cambodia, People’s Republic of China,
India, Indonesia, Kazakhstan, Republic of Korea, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal,
Pakistan, Philippines, Singapore, Sri Lanka, Chinese Taipei, Thailand, Timor-Leste, Viet Nam and Japan
This event is designed to provide an opportunity for children worldwide to understand Asian people's daily lives through illustrated diaries. We will invite children from 24 different countries and region in Asia to draw their illustrated diaries under the theme of "Here is my Life". Why don't you participate in this event to let friends in Asia know about your life and culture thorough your five-page illustrated diaries?

1. FESTIVAL SCHEDULE
(1) Entry period: July 1 – October 31, 2019 (tentative)

(2) National Screening: November, 2019 (tentative) (each country and region)

(3) International Screening: April, 2020 (tentative) (Japan)

(4) The Award Ceremony and a cultural exchange program
   : October 2020 (tentative) (Yokohama, Japan)

2. ENTRY REQUIREMENTS
(1) Volume
Each Enikki will be drawn on the A4-size [297mm long x 210mm wide] drawing paper or the equivalent by paint, color pencils or crayons etc. and each entry should be five pages.

WHAT IS "ENIKKI" (ILLUSTRATED DIARY)?

In Japan we have a custom of creating "Enikki" (Illustrated Diaries) that portray daily events and thoughts in the form of a picture and a short essay. In an "Enikki" the author not only writes about things he/she has seen, heard, done or thought, but also describes his/her rich humanity and sensibility. Since pictures can transcend language and literacy boundaries, "Enikki" can be a very effective means for cross-cultural understanding.

One of the Enikks by the Grand-Prix Winner of Japan in the 2017-18 Festa.
(2) Theme
“Here is my life” (You may choose any subjects you want for your diary)
Any subjects can be chosen from the daily life of you.
Enikki can describe what you did, saw, experienced or had in mind in your daily life that you want your Asian friends know and understand, such as nature and climate, favorite games, family and friends, school life, and local festivals and traditional performing arts.

(3) Eligibility
Children aged 6 - 12 at the time of entry

(4) Entry Period
July 1 – October 31, 2019 in principle
This period shall be decided by the Executive committee.

(5) Format
A A4-size (297mm long x 210mm wide) page with the picture at the top (two thirds of the page), and the essay beneath (one third of the page). The picture and essay being on the front side of the page. Please do not use the back side.

(6) Entry Procedures
a. Write your name on the back of each of the five pages, and number them (on the back) 1 – 5.
b. Fill in the entry form attached to the Entry Requirements and turn it in with your entry.
c. Put the five pages together with the entry form, and deliver or mail them.
d. Please do not damage the entry by using a glue or stapler or laminating them.

(7) Application Criteria
1) Applicant’s work must be original artwork in every sense and have not been made public at all.
The entry shall be disqualified if the work includes any of the followings which may infringe any other person’s copyrights or which may deny originality of the Enikki;
a) any copy or reproduction of picture, cartoons, sentences and etc.
b) cut-out of anything that may infringe trademark and/or portrait rights.
c) cut-out from printed materials such as newspapers, magazine and advertisements.
2) Applicant’s work must be manually created, i.e. the picture must be drawn or painted by entrant himself and the essay be written by the entrant himself. Any digital artworks or typed or word-processed essays will be disqualified.
(8) Awards
[1] Grand Prix Award (one winner per country and region)
Winners will receive trophies and commemorative medals and will be invited to the Award Ceremony and a cultural exchange program to be held in Japan. (In case unexpected events happen, the tour will be cancelled at the sole discretion of the Organizers and the possible participants will receive commemorative goods instead.)

[2] Organizers’ Awards
Mitsubishi Public Affairs Committee Award (one winner per country and region)
Winners will receive certificates of the award and commemorative gifts.

Asian Pacific Federation of UNESCO Clubs and Associations Award
(one winner per country and region)
Winners will receive certificates of the award and commemorative gifts.

National Federation of UNESCO Associations in Japan Award
(one winner per country and region)
Winners will receive certificates of the award and commemorative gifts.

[3] Excellence Award
(four winners per country and region)
Winners will receive certificates of the award and commemorative gifts.

(9) Selection Method
The Executive Committee in each country and region will carry out the first screening and will select 8 entries. These 8 entries will then be sent to Japan where they will be judged by the International Screening Committee in Japan. In this way, winning “Illustrated Diaries” will be selected.
*Please note that entries sent to Japan will not be returned. The right to the “Illustrated Diaries” is held by organizers.

(10) Selection Criteria
The Screening Committee won’t judge whether your artwork is good or not, but will look at how you portray your culture, your daily life as well as your impressions and thoughts.

Selection Criteria:

[1] How much the Enikki shows the features unique to the country or region, such as culture, national characters, local customs, local life, local nature and environment.
[2] How much the Enikki demonstrates the sensitivity or viewpoints unique to the child.
[3] How much the Enikki has the workmanship of concept, construction, and carefulness.
[4] How much the Enikki covers a variety of topics.
(11) Screening Committee

[1] National Screening Committee (each country and region)
   Head of the Committee: (decided by each Executive Committee)
   Members of the Committee: (decided by each Executive Committee)
   ( " " )
   ( " " )

[2] International Screening Committee (Japan)
   Head of the Committee: Mr. Ichiro Sato
      Oil Painter
      Professor emeritus of Tokyo University of the Arts
      Professor of Kanazawa College of Art
   Assistant Head of the Committee: Ms. Meo Saito
      Oil Painter
      Assistant Professor of Tokyo University of the Arts
   Members of the Committee: Mr. Clive W. Nicol / Author
      Ms. Yoshino Ohishi / Photo Journalist
      Mr. Akira Ikeyama / Journalist, Professor for Meijo University
      Ms. Machiko Satonaka / Manga Artist,
         Professor of Osaka University of Arts

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US AT:

PLEASE DELIVER OR SEND ENTRIES TO: