USAID x Facebook

[redacted]@fb.com Clare Amador Tuesday, July 13, 2021 at 2:03:11 AM Eastern Daylight Time
To: morca@usaid.gov Mercy Ria Orca, [redacted]@fb.com Gerry Fernando Patia, [redacted]@ogilvy.com Ria Esguerra
Cc: mrobielos@usaid.gov Maria Teresa (Philippines/OEDG) (mrobielos@usaid.gov) Robielos, GPorta@usaid.gov Porta, Gerardo (Philippines/OEDG), jomendoza@usaid.gov Jose Maria Mendoza

Hi everyone,

Thank you for the call last week. As stated, here's the list of areas where Facebook can help and collaborate with your programs/projects.

@Gerry I will respond separately to your email and Greg's. I am just waiting for feedback from my colleague who is speaking to ASC and IMMAP.

@Ria and all, as promised, here's the list:

Media / Ads

- Internews (3PFC incubation, reporting channel for Brgy Hub)
- Conversation with the Ads Industry for elections
    - Industry Code of Conduct
    - Ads policies for elections advertising

BARMM

- Facebook can offer the following training:
    - Digital Literacy
    - Digital Marketing (for entrepreneurs)
    - Maximising Facebook (for NGOs, political entities/personalities)
    - Political Advertising Tools (for NGOs, political entities/personalities)
    - Facebook Community Standards (for NGOs, political entities/personalities)
- Conversation around elections policies in BARMM

Democracy

- Digital Literacy training for young people, general public
  Youth Advocacy playbook on Digital Empowerment
- Boses/Participate Survey

  - Impact of disinformation to elections decisions and behaviour

- Possible training for COMELEC field offices on resiliency (mental health) and digital literacy)
- Conversation with COMELEC and the Ads Industry for elections
    - Industry Code of Conduct
    - Ads policies for elections advertising

Thank you and looking forward to what's next,

Clare

Clare Amador

Head of Public Policy

Philippines



https://about.fb.com/news/

From: Mercy Ria Orca <morca@usaid.gov>
Date: Thursday, 8 July 2021 at 11:03 AM
To: Clare Amador <[redacted]@fb.com>
Cc: "Maria Teresa (Philippines/OEDG) (mrobielos@usaid.gov) Robielos" <mrobielos@usaid.gov>, "Porta, Gerardo (Philippines/OEDG)" <GPorta@usaid.gov>, Jose Maria Mendoza <jomendoza@usaid.gov>
Subject: Email addresses

Hi Clare,

Thanks again for reaching out to exchange notes on the 2022 elections + collaboration opportunities. Copied here colleagues who were in the meeting so we can be all connected via email.

Democracy & Governance Team, Office of Economic Development and Governance, USAID/Philippines:

- Ma. Teresa "Tet" Robielos - BARMM support project with The Asia Foundation
- Gerardo "Gerry" Porta - media freedom, disinformation project with Internews
- Joey Mendoza - youth & democracy project with The Asia Foundation and elections support project with the Ateneo School of Govt
- Ria - human rights social behavior change with The Asia Foundation

Looking forward to future collaboration meetings.

Best,
Ria

Attachments:

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