



Republic of the Philippines  
Professional Regulation Commission  
Manila



MEMORANDUM ORDER NO. 52

SERIES OF 2025

July 14, 2025

TO : ALL CONCERNED OFFICERS AND PERSONNEL  
Central and Regional Offices

SUBJECT : ADOPTION OF THE GUIDELINES ON THE ESTABLISHMENT OF  
GENDER AND DEVELOPMENT (GAD) CORNER

To effectively and efficiently utilize the Professional Regulation Commission (PRC/Commission) established GAD corner on the PRC Official website and physical GAD corners, the Commission hereby adopts the **Guidelines on the Establishment of GAD Corner** (Attached as ANNEX A) as prescribed by the Philippine Commission on Women (PCW) under PCW Memorandum Circular (MC) No. 2025-05, dated 23 June 2025, and enjoins the GAD Focal Point System (GFPS) Technical Working Group (TWG) and the Regional TWGs to implement the same.

All Regional Offices (ROs) are directed to establish their physical GAD Corner, or if already existing, update the same in accordance with PCW MC No. 2025-05.

Further, all ROs through the Regional TWGs are mandated to photo-document and feature their respective GAD-related activities/events on their respective official Facebook (FB) page and submit official photos with corresponding captions to the Central GFPS-TWG for inclusion and posting at the website GAD corner. All Regional FB pages are required to reflect the linkage of the PRC GAD Corner <https://prc.gov.ph/gad-corner> to increase public engagement.

This Order shall take effect immediately.

For compliance.

  
CHARITO A. ZAMORA  
Chairperson



## PCW Memorandum Circular No. 2025 - 05

**TO:** All 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:** Guidelines on the Establishment of Gender and Development (GAD) Corner

**DATE:** 23 June 2025

### 1.0 Background and Rationale

Access to information is a fundamental right that empowers citizens and fosters accountability in governance. This right is embedded in the 1987 Philippine Constitution (Section 7, Article III Bill of Rights) which provides that citizens shall have the right to access information on matters of public concern. This includes access to official records, documents, papers related to official acts, transactions, decisions, and government research data used for policy development, subject to limitations provided by law. Further, Section 28 Article II of the Constitution provides that “the State adopts and implements a policy of full disclosure of all its transactions involving public interest.”

The Magna Carta of Women (MCW), on the other hand, emphasizes women’s empowerment and gender equality, including the right of women to information and education. It mandates all government agencies and instrumentalities “to develop and make available information, education, and communication (IEC) materials on their specific programs, services and funding outlays on women’s empowerment and gender equality.”<sup>1</sup>

The Public Expenditure and Financial Accountability<sup>2</sup> (PEFA) program assessed the Philippines’ public financial management (PFM) performance.<sup>3</sup> The PEFA framework emphasizes transparency as a critical component of effective public financial management, requiring budget transparency, public access to information, and reporting and auditing. The supplementary framework for Gender-Responsive PFM assessed the extent to which the country is held accountable for how the government budget is used to promote women’s human rights and gender equality.

In line with the legal mandates of the Philippine Constitution and the MCW, and in compliance with the PEFA framework, this Circular is issued to:

<sup>1</sup> Section 29. Right to Information, Magna Carta of Women, 2009, 85.

<sup>2</sup> The Public Expenditure and Financial Accountability (PEFA) program was initiated in 2001 by seven international development partners: The European Commission, International Monetary Fund, World Bank, and the governments of France, Norway, Switzerland, and the United Kingdom. <https://www.pefa.org/about>

<sup>3</sup> <https://www.pefa.org/country/philippines>



1. Enjoin agencies to establish a physical GAD corner and a GAD section in their agency website;
2. Provide reference for the creation, development, and institutionalization of Gender and Development (GAD) Corner and GAD Section; and
3. Provide the minimum requirements of a regularly updated GAD Corner and GAD Section.

Transparency builds public trust and enables citizen engagement and accountability by making information accessible through various platforms. This allows for public scrutiny, feedback, and monitoring of resource utilization. The establishment of a mechanism to gather feedback is aligned with Republic Act 11032 (Ease of Doing Business), and is a means to improve government service.

## **2.0 GAD Corner**

A **GAD Corner** is a designated space or resource that promotes and disseminates information about gender equality and women's empowerment. It aims to educate, raise awareness, and foster a culture of inclusivity and respect for all genders. The two forms are:

- a. **Physical GAD Corner** - refers to a designated display area used as a communication tool in workplaces, schools, and public spaces to promote GAD. It may take the form of a bulletin board (e.g., corkboard, magnet board, whiteboard, or blackboard), or an interactive display, posters, brochures, infographics, and other materials arranged on walls, freestanding panels, tables, or customized structures. It is designed to be engaging and accessible, offering up-to-date information on GAD-related announcements, programs, policies, events, and advocacy messages of the organization.
- b. **Digital GAD Corner** - refers to a dedicated GAD section or page of an organization's website that serves as a platform to showcase the agency's commitment to GAD. It informs the public about GAD-related programs, activities, and projects, provides access to resources such as policy documents, research, IEC materials, and training materials, and encourages dialogue and participation through news, events, and updates.

## **3.0 Guiding Principles**

To ensure the effectiveness and adherence to the overall goals of gender and development, the implementation of this Circular shall be guided by the following principles:

- 3.1 Use of gender-fair terms and languages at all times (Civil Service Commission Memorandum Circular No. 12, series of 2005);
- 3.2 Ensure that diverse groups of people are equally, fairly and proportionately represented in various pertinent information and communication materials;

3.3 The implementation of GAD corners shall fully adhere to the provisions of Republic Act 10173 or the Data Privacy Act of 2012. This is to ensure that only GAD-related information, resources, and services are posted and displayed, protecting privacy and security of personal information and ensuring that all data collected, stored, and processed in the GAD corners are handled with utmost care and in accordance with privacy regulations.

3.4 In cases where personal information is needed, agencies shall ensure that any personal information shared or collected for the digital and physical GAD corners is done with explicit consent and for legitimate, transparent purposes.

3.5 Uphold the principles of nondiscriminatory and nonderogatory portrayal of women, in accordance with the Magna Carta of Women, to effectively achieve the goal of raising awareness through the GAD corners. This is to ensure that the dignity of women is respected, while also recognizing and highlighting their invaluable roles and contributions within the family, community, and the society.

3.6 All news, announcements, and updates displayed and posted in the GAD corners should be gender-sensitive, age-appropriate, disability-inclusive, and culturally-sensitive. This ensures that the information shared promotes equality, respects diverse gender identities, and avoids reinforcing stereotypes or biases.

#### **4.0 General Guidelines**

4.1 The head of agencies shall issue appropriate directives to institutionalize the creation, development, implementation, monitoring and evaluation of GAD Corner, in accordance with the provisions outlined in this circular.

4.2 The establishment of both digital and physical GAD corners shall serve as accessible platforms for stakeholders to engage with GAD-related resources, services and information.

4.3 Consistent with the provision of the MCW, the GAD Focal Point System (GFPS) or its designated GAD Technical Working Group (TWG), will manage the physical and digital GAD corner to ensure that the contents are updated. However, this does not preclude the head of agency in appointing or designating a staff who will manage the physical and online GAD corner.

4.4 The GAD Corners shall be updated as frequently as possible to ensure that the most current and relevant information is posted. All relevant news, announcements, and updates, shall be posted immediately or in real-time to further enhance awareness and engagement with GAD initiatives. This proactive approach will help ensure that stakeholders are consistently informed and empowered with up-to-date resources and developments in gender mainstreaming efforts.

4.5 Agencies shall develop a comprehensive tracking matrix to systematically record and outline all updates made to the GAD corners. This matrix will ensure that all displayed information remains current, relevant, and accurate, while also promoting accountability and transparency. The tracking matrix should include key details such as the date of the update,



a description of the updates made or materials displayed, and the name of the responsible person who implemented the changes. This will facilitate efficient monitoring and ensure that all updates are properly documented and managed. (See Annex A for a sample template)

4.6 The GAD Corner page should be integrated into the agency's main website, accessible through a dedicated section or page. (See Annex B: Suggested Wireframe/Mockup)

## **5.0 Basic Contents of the GAD Corner:**

5.1 Agencies must provide comprehensive, up-to-date, and accessible GAD information to all stakeholders to advance gender equality. In order to achieve this objective, agency's GAD corner must have the following materials:

1. Latest GAD-related News and Announcements (e.g., upcoming GAD activities, recently conducted GAD programs, and other relevant updates)
2. GAD Agenda
3. GAD Code (for LGUs)
4. GAD Plan and Budget<sup>4</sup>
5. GAD Accomplishment Report<sup>5</sup>
6. Estado ni Juana Report<sup>6</sup> - detailing the agency's achievements in gender mainstreaming and the impact of their Gender and Development (GAD) Programs, Activities, and Projects (PAPs) on women and girls. Particular attention should be paid to the benefits for women and girls from underserved communities and marginalized sectors
7. GAD Programs, Activities, and Projects (PAPs)
8. GAD Knowledge Products<sup>7</sup> and Information, Education, and Communication (IEC) - Materials such as, but not limited to:
  - a. GAD-related laws
  - b. GAD-related policies/issuances (e.g., Reconstitution of the GAD Focal Point System, Order/issuance on the use of gender fair/neutral language, etc.)
  - c. Gender statistics,<sup>8</sup> including the representation of women in leadership and decision-making positions
  - d. Agency GAD programs projects and activities briefers or documents (e.g., loan program for women MSMEs, financial literacy for women small businesses owners, etc.) with results of HGDG assessment if available
  - e. Developed GAD-related modules, tools etc.
9. Organizational Chart of the GFPS
10. GAD-related awards and recognitions

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<sup>4</sup> All available GPBs should be posted, regardless of endorsement status.

<sup>5</sup> All signed GAD AR downloaded from the GMMS with PCW's comments, remarks, or observations.

<sup>6</sup> PCW Memorandum Circular No. 2025-03: Guide on the Preparation and Submission of the "Estado ni Juana Report" for the National Women's Month Celebration.

<sup>7</sup> Knowledge Products are documents and publications derived from expertise, research, and lessons learned that respond to different demands of users and may cover a wide range of purposes. KPs contain knowledge that is ready to be used and benefited from. (DSWD AO No. 17, Series of 2011)

<sup>8</sup> Gender statistics are defined as statistics that adequately reflect the differences and inequalities in the situation of women and men in all areas of life. Integrating a gender perspective in statistics (United Nations, 2006, as cited in United Nations Department of Economic and Social Affairs, 2016).

11. GAD partnerships and joint programs<sup>9</sup>
12. Link or QR Code that directs to the digital GAD Corner (for physical GAD Corners)
13. Link to Official Social Media Pages
14. Knowledge Management System Link (if available)
15. Mechanism for Gathering Feedback on the Implementation of GAD Programs  
Feedback Mechanism on the implementation of GAD Programs (e.g., online surveys, suggestion boxes, etc.)
16. Contact Details of GAD Focal Point System (GFPS) members

#### **6.0. Cost of Maintaining the Physical and Digital GAD Corner**

Expenses related to the establishment of both physical and digital GAD corners, encompassing the time invested by the GFPS, concerned Unit and/or Information Technology (IT) technical personnel responsible for updating the GAD Corner, or the procurement of services from a consultant/IT expert for the development of the online GAD Corner, are eligible for inclusion in the GAD Plan and Budget (GPB), pursuant to the PCW-DBM-NEDA Joint Memorandum Circular 2022-01.

#### **7.0 SEPARABILITY**

If any part or provision of this Circular is held invalid or unconstitutional, the remaining parts or provisions shall remain in full force and effect.

#### **8.0 EFFECTIVITY**

This Memorandum Circular shall take effect immediately.

  
**ERMELITA V. VALDEAVILLA**  
Chairperson

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<sup>9</sup> Photos, partnership agreements or reports (updates or terminal) and other type of documents/materials that show or provide information on the type of partnership entered into with other NGAs, LGUs, international funding agencies, and/or initiatives with women CSOs/NGOs

## ANNEX A: SAMPLE TRACKING MATRIX

Physical and Digital GAD Corner Tracking Matrix								
Agency: _____								
			Timeframe				Updates	
	GAD Corner	Date	Started	Completed	Type	Description	Date and Time Posted	Technical Officer
1	Digital	6-Mar-25	11:30 AM	12:00 PM	Content	Uploaded Endorsed FY 2025 GPB	March 6, 2025, 12:00 PM	Juana Dela Cruz
2	Digital	7-Mar-25	8:00 AM	9:00 AM	Content	Updated the Organizational Chart of the GFPS	March 7, 2025, 9:00 AM	Juan Dela Cruz
3	Physical	11-Mar-25	9:00 AM	9:10 AM	Content	Posted the Policy on the Use of Gender-Fair Language in the Workplace	March 11, 2025, 9:10 AM	Juana Dela Cruz