

Youth Peace Ambassadors International Training Programme – Progress Report

1. Name of the trainee

Maria Carmina Valdes - The Philippines

2. Name of the action plan

INSIGNIA 2012: Goes Wild!

The Search for the Epitomes of Artlet Beauty under the theme of Animal Rights Awareness

(www.fb.com/insignia1213)

3. Name of Action plan team members

- a. Maria Carmina O. Valdes
- b. Enrique Villamiel (Volunteer)
- c. Patrishia Yap (Volunteer)
- d. Jose Margo Flores (Volunteer)
- e. Mycke Arcano (Volunteer)

4. Action Plan members details

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5. Action Plan Report

5.1. Description

Start date: October 15, 2012

End date: November 29, 2012

“Insignia 2012: Goes Wild!” was the title of a year round event for the Search for the Epitomes of Artlet Beauty inside the Faculty of Arts and Letters in the University of Santo Tomas. The Advocacy for Animal Rights awareness is not as well-known as it should be inside the Faculty which houses roughly 4,000 students and 500 employees. Turning a well-known, and well celebrated event into a mechanism of spreading a certain advocacy was the main goal of the group to ensure that not only would there be an audience, but at the same time it was bringing a perceived “mindless” event, into something that has substance and could be beneficial at the end of the day.

5.2. Objectives

To create a network of people who would have a glimpse of how Animal Rights is being implemented in the modern society. (Participants and Organizers)

To create impact in an apathetic environment.

To create an event that not only sparks the interests of many, but also could possibly enlighten the youth to join the cause.

Not only advocate and inspire, but at the same time promote Philippine retail from new brands such as Timothy Scotch and DnA, also giving a chance to promote the local talent of Designers Lhenvil Pineda, Levenson Rodriquez and Kim Jao.

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5.3. Outcomes

- The advocacy made the event more meaningful
- It was a huge success, and it elevated the cause a step further

5.4. Participants

- 22 pairs from 11 majors which are Asian Studies, Behavioral Science, Communication Arts, Economics, English Language Studies, Journalism, Legal Management, Literature, Philosophy, Political Science and Sociology.
- Organizers: The Faculty of Arts and Letters Student Council 2012-2013, mainly Maria Carmina Valdes (PRO) and Enrique Villamiel (Auditor).
- Other Organizers: Jose Margo Flores (Director), Mycke Arcano (Model Master) and Patrishia Yap (Event Planner)

5.5. Other activities

- The Candidates did not just participate in the pageant proper but, the list of their activities were, as follows:
- Workshop Start date: Oct 15, 2012
- Philippine Animal Welfare Society (PAWS) feeding activity: Oct 30, 2012
- Pre-pageant/Talent's night: Nov 9, 2012
- Photo shoot: November 11, 2012
- Coronation Night: November 29, 2012

5.6. Challenges

- Budget
- Sponsors
- Limited advertisements

6. Future action plan ideas/related action plans

- INSIGNIA 2013
- Forums
- Seminars
- Training Workshops

7. Date of the report: March 2013

8. Photos:

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PAWS Visit



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Insignia Proper



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