



## Campaign Highlights with Notes on the Comprehensive Peace Process

(as of 09 March 2014)

### 1988-1993

The **Di-YES FOR PEACE – Bayanihan para sa Kapayapaan** campaign was initiated in the University of the Philippines in Diliman on 16 December 1988 as a non-government initiative to help in response to Administrative Order No. 30 issued by President Corazon Cojuangco Aquino which sought to mobilize a national consensus for peace.

Its fundamental concepts were developed in accordance with the output of the National Peace Conference.

Initially, it sought to declare all campuses of the UP System as a Zone of Peace, Freedom and Neutrality (ZOPFAN). The results of the campaign in UP Los Banos convinced Chancellor to offer the campus as a venue for peace talks to President Fidel V. Ramos (PFVR). It was subsequently recognized as parallel initiative of

students when the UP Board of Regents declared all UP Campuses as ZOPFAN. Notably, the final round of negotiations and signing of agreement between Government of the Republic of the Philippines (GRP) and Rebolusyonaryong Alyansang Makabayan-Soldiers of the Filipino People-Young Officers Union (RAM-SFP-YOU) were held in the UP College of Law.

### **1995 to 1997**

The campaign was adopted by the Philippine Postal Corporation as its contribution to the comprehensive peace process as a response to call PFVR for government institutions and private entities to contribution in accordance with respective functions in mobilizing people's participation in the comprehensive peace process. It was subsequently endorsed by then Presidential Adviser on the Peace Process Manuel T. Yan for action to the Department of Education.

The campaign was adopted as a strategy by the 2<sup>nd</sup> Peace and Order Summit. It was publicly endorsed by the following in infomercial produced by the Philippine Information Agency and aired over in Kilusan ng mga Brodkaster ng Pilipinas member TV and radio stations: PAPP Manuel T. Yan; MNLF Chairman Nur Misuari; RAM SFP YOU Leader Gregorio Honasan and former NDF Leader Horacio "Boy" Morales.

**2,439,104** (Two Million Four Hundred Thirty Nine Thousand One Hundred Four) responses were generated.

The Government of the Republic of the Philippines (GRP) and the Moro National Liberation Front (MNLF) entered into the 1996 Final Peace Accord.

## **2002**

The campaign was repackaged as YES FOR PEACE – Bayanihan para sa Kapayapaan. The questions were reformulated upon the suggestion and in cooperation with the Office of the Presidential Adviser on the Peace Process (OPAPP).

An inter-agency Memorandum of Undertaking for the national implementation of the campaign was entered into in December 2002.

## **2008 to 2009**

The campaign was reinvigorated to underscore the need for people's participation in the comprehensive peace process as an alternative to increasingly secret and bilateral peace talks between the government and armed groups after the popular rejection of the initialed Bangsamoro Juridical Entity Memorandum of Agreement Ancestral Domain (BJE-MOA-AD) because it was unconstitutional.

The Moro Islamic Liberation Front (MILF) Central Committee agreed to the concept of open (transparent) and participatory (participative) peace negotiations. It sent representatives to the re-launching of the campaign by the Secretary of Education.

**334,807** (Three Hundred Thirty Four Thousand Eight Hundred Seven) responses to set of questions formulated in 2002 were generated.

### **2010 - 2011**

The campaign was revived to help mobilize people's participation in the comprehensive peace process pursuant to President Benigno S Aquino III's statement, "***Kayo ang aking Boss***. The peace process is for you and should be by all of us. As long as we have ownership of it, our voices will reverberate for it. We will ensure that these will be heard through responsive governance."

The **OPAPP** gave the YES FOR PEACE organizers the free hand to keep the initiative pristine from government interference and thus maintain its neutrality and objectivity in the ongoing peace negotiations.

More or less 720,000 (Seven Hundred Twenty Thousand), responses were generated.

### **2011 - 2012**

The questions were reformulated to increase public awareness on as well as provide a people's democratic mandate to the Four Goals (including the Three

Principles) and the Six Paths to Peace (as enumerated in Executive Order No. 3, series of 2001).

**YES FOR PEACE** was pursued through the formal educational system – Department of Education and Commission on Higher Education independently of and parallel with the Internal Peace and Security (IPSP Bayanihan) of the Armed Forces of the Philippines (AFP) and the “I AM FOR PEACE” campaign launched by OPAPP in September 2012.

**2,768,421** (Two Million Seven Hundred Sixty Eight Thousand Four Hundred Twenty One) responses – an overwhelming majority of whom agreed to the said goals and paths to peace – were solicited through public and private elementary and high schools.

The Three Principles of the comprehensive peace process and the Six Paths to Peace are now the fore of peace education materials published by OPAPP. Prior to this, these were previously kept under wraps during the negotiations for the Framework Agreement on the Bangsamoro.

## **2013**

The campaign was repackaged as YES FOR PEACE – Bayanihan para sa Kapayapaan, Kaunlaran at Kasaganaan.

The questions reduced from ten to three and focused on the following:

1. Permanent cessation of hostilities between the government and all armed groups.
2. Conduct of open and participatory peace negotiations here in the Philippines.
3. Collective involvement and participation (Bayanihan) for peace, progress and prosperity.

Also, the respondents' commitment to get involved and participate to help the national government to fully implement programs and projects agreed upon in peace talks was incorporated in the questionnaires.

**1,753,642** (One Million Seven Hundred Fifty Three Thousand Six Hundred Forty Two) responses were reported to have been solicited from September to December 2013 despite the Zamboanga siege in September, the intensity 7.2 earthquake in Cebu and Bohol in October and Super typhoon Yolanda in November.

## **2014**

The campaign was continued to rekindle the spirit of People Power through Bayanihan to celebrate the 28<sup>th</sup> Anniversary of the 1986 People Power Revolution. The "I AM FOR PEACE" campaign logo was incorporated into the masthead of the campaign inasmuch as the goals of both are practically the same.

Another **670,325** (Six Hundred Seventy Thousand Three Hundred Twenty Five) responses were reported from January 15 to March 2, 2014. OPAPP monitored and oversaw the participation of implementing agencies in accordance with the MOU it entered into with other government and non-government institutions in 2002.

### **Summary and Conclusions:**

Summing it up, of the cumulative total of **8,686,299** (Eight Million Six Hundred Eighty Six Thousand Two Hundred Ninety Nine) respondents to date, **5,912,388** (Five Million Nine Hundred Twelve Thousand Three Hundred Eighty Eight) or **68.06%** responded to the campaign during the current administration.

Notably, these were generated purely through the spirit of volunteerism and Bayanihan among educators, students and staff of public and private elementary and high schools as well as higher educational institutions.

**YES FOR PEACE** has thus proven that the spirit of **Bayanihan** (collective involvement and participation) among Filipinos to usher in people's participation in defining the comprehensive peace process as well as give support President Aquino's directive the peace process should be, "inclusive, transparent and participative".

Notably, the **5,912,388** responses were generated silently without fanfare and budgetary allocation from government. Campaign materials and services rendered by those who participated – particularly educators and postal workers –

were given in free in the spirit of **Bayanihan**. This shows that more Filipinos are now ready to contribute to the success of the national quest for a just, comprehensive and lasting peace in line with President Aquino's commitment, "We shall endeavor to restore confidence that is transparent and participative."

Information given by **YES FOR PEACE** respondents of **KaBayanihans** can serve as basis for organizing **Bayanihan** (active involvement and participation) of the people the implementation of programs and projects to be agreed in the comprehensive peace process.

**YES FOR PEACE** can serve as the first collective step for the Education and Advocacy; Organizing; and Mobilization phases of the proposed "Whole of Government" / "Whole of Nation" approach to address the challenges of peace and development through **Bayanihan**.

Finally, **YES FOR PEACE** clearly delivers a message for armed groups claiming that they are fighting for or protecting the rights of the Filipino people that the silent greater majority of the Filipino people reject armed struggle as a means towards meaningful change in Philippine society.

For more information on the status of our **YES FOR PEACE – Bayanihan para sa KKK** (Kapayapaan, Kaunlaran at Kasaganaan) campaign, please visit the following Web links and online references:

- [yesforpeace.yolasite.com](http://yesforpeace.yolasite.com) (*for basic campaign information, instructions, guidelines and templates of* )
- [www.facebook.com / yes for peace bayanihan para sa kapayapaan](http://www.facebook.com/yesforpeacebayanihanpara-sa-kapayapaan) (*for campaign updates , reports and public comments*)

- Google/Yahoo search for “yes for peace – bayanihan para sa kapayapaan” (*for campaign historical background*)
- [www.pna.gov.ph](http://www.pna.gov.ph)/go to News Archives, search for “yes for peace”
- [www.philstar.com](http://www.philstar.com), search for “yes for peace”
- [www.deped.gov.ph](http://www.deped.gov.ph) / search for “yes for peace”
- [www.ched.gov.ph](http://www.ched.gov.ph) / search for “yes for peace”