



Republic of the Philippines
QUEZON CITY COUNCIL

Quezon City
23rd City Council

PO23CC-120

41st Regular Session

ORDINANCE NO. SP- **3533**, S-2026

AN ORDINANCE INSTITUTIONALIZING A FILIPINO VALUES, ETIQUETTE, AND MORAL UPRIGHTNESS PROGRAM AND INSTITUTING A VALUES-ORIENTED GOVERNANCE, CREATING FOR THE PURPOSE A LOCAL COUNCIL ON FILIPINO VALUES FORMATION, AND FOR OTHER PURPOSES

Introduced by Councilors MARIA ELEANOR "Doc Ellie" R. JUAN, O.D., ALY MEDALLA, JOSEPH JOE VISAYA and JOSEPH P. JUICO

Co-Introduced by Councilors Tany Joe "TJ" L. Calalay, Bernard R. Herrera, Dorothy A. Delarmente, M.D., Charm Ferrer, CPA, MPA, JD, Nicole "Nikki" V. Crisologo, Mikey F. Belmonte, Candy A. Medina, Atty. Voltaire Godofredo "Bong" Liban III, Dave C. Valmocina, Atty. Christoffer Allan "Tope" Liquigan, Wencerom Benedict C. Lagumbay, Don S. De Leon, Luigi D. Pumaren, Atty. Vicente Belmonte Jr., Edgar "Egay" G. Yap, Nanette Castelo Daza, Imee Rillo, Atty. Jesus Miguel Suntay, Raquel S. Malañgen, Aiko Melendez, Alfred Vargas, MPA, Karl Edgar Castelo, Ram V. Medalla, Emmanuel Banjo A. Pilar, Kristine Alexia Matias, RN, Victor "Vic" D. Bernardo, Vito Sotto Generoso, Erwin Rey "Cocoy" A. Medina, Jose Maria "Mari" M. Rodriguez, and Jhon Angelli "Sami" C. Neri

WHEREAS, Section 11, Article II of the 1987 Constitution of the Republic of the Philippines provides that the State values the dignity of every human person and guarantees full respect for human rights;

WHEREAS, Section 1, Article XIII of the said Constitution also provides that the enactment of measures that protect and enhance the right of all the people to human dignity, reduce social, economic, and political inequalities, and remove cultural inequities shall be given highest priority;

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WHEREAS, the Preamble of the same Constitution declares our collective goal to build a just and humane society, grounded on truth, justice, freedom, love, equality, and peace. To fulfill this vision, the State is duty-bound to promote and protect the physical, moral, spiritual, intellectual, and social well-being of its citizens;

WHEREAS, Section 3, Article XIV of the same Constitution mandates all educational institutions, to inculcate patriotism and nationalism, foster love of humanity, respect for human rights, appreciation of the role of national heroes in the historical development of the Country, teach the rights and duties of citizenship, strengthen ethical and spiritual values, develop moral character and personal discipline, encourage critical and creative thinking, broaden scientific and technological knowledge, and promote vocational efficiency;

WHEREAS, Republic Act No. 11476, otherwise known as the GMRC and Values Education Act, was enacted making a significant step in institutionalizing values education in the K-12 curriculum;

WHEREAS, despite the passage of the said law, Filipino values are under increasing threat through the widespread accessibility of technology such as computers, smartphones, and internet, making foreign influences more pervasive and putting our deeply rooted values and national identity to risks;

WHEREAS, the Quezon City Government believes that the teaching and instilling of values must not stop at the basic education level and must not only be inculcated within the four walls of a classroom or a learning institution. Filipino values, moral uprightness, and proper conduct must be continuously reinforced and strengthened throughout every stage of education and life;

WHEREAS, in the 2024 Corruption Perceptions Index (CPI) by Transparency International, the Philippines ranked 114th out of 180 countries in the Corruption Perception Index, scoring only 33 out of 100 – the lowest since 2018. However, it is clear that strengthening political and government institutions is not enough as a paradigm shift in national consciousness and individual behavior is truly essential in order to combat corruption in our government;

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WHEREAS, the Quezon City Government deems it necessary to adopt and institutionalize a program that teaches core Filipino values, such as patriotism, national pride and identity, proper etiquette, and moral uprightness not only in educational institutions but also in all departments and agencies of the Quezon City Government.

NOW, THEREFORE,

BE IT ENACTED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

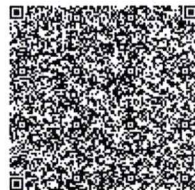
SECTION 1. SHORT TITLE. – This Ordinance shall be known as the “Quezon City Filipino Values, Etiquette, and Moral Uprightness Ordinance.”

SECTION 2. DECLARATION OF POLICY. – As provided in the Preamble of the 1987 Constitution of the Republic of the Philippines, the Filipino people implores the aid of Almighty God, in order to build a just and humane society, and establish a Government that shall embody our ideals and aspirations, promote the common good, conserve and develop our patrimony, and secure to ourselves and our posterity, the blessings of independence and democracy under the rule of law and regime of truth, justice, freedom, love, equality, and peace.

Pursuant to this, the State shall have the responsibility of passing laws and institute programs that will lead us to the kind of society that the Philippine Constitution aspires. Towards this end, it is the policy of the Quezon City Government to promote and protect the physical, moral, spiritual, intellectual, and social well-being of the youth and to recognize its role in nation-building. It shall inculcate in the youth patriotism and nationalism and encourage their involvement in public and civic affairs.

SECTION 3. DEFINITION OF TERMS. – For purposes of this Ordinance, the following terms are defined as follows:

- a. **Filipino Values** – shall mean a set of ideals and principles shared by the members of the Filipino community;
- b. **Etiquette** – shall mean a customary code of behavior to be observed in a society; and
- c. **Moral Uprightness** – shall mean a conduct that conforms to an accepted standard of right and wrong.



SECTION 4. ESTABLISHMENT OF A LOCAL COUNCIL ON FILIPINO VALUES FORMATION. – There is hereby created a Local Council on Filipino Values Formation, hereinafter referred to as the “Council,” which shall be composed of the following:

Chairperson: City Mayor;
Vice Chairperson: City Vice Mayor;
Co-Chairpersons: a. Chairperson, Committee on Tourism, Cultural Affairs, and Heritage;
b. Chairperson, Committee on Cultural Communities and Religious Affairs;
c. Chairperson, Committee on Children’s Affairs;

Members:

- a. Chairperson, Committee on Women, Family Relations and Gender Equality;
- b. Chairperson, Committee on Blue Ribbon and Ethics;
- c. Chairperson, Committee on Justice and Human Rights;
- d. Head, Social Services Development Department;
- e. Head, Tourism Department;
- f. President, Liga ng mga Barangay;
- g. President, Sangguniang Kabataan Federation;
- h. Head, Education Affairs Unit;
- i. Superintendent, Schools Division Office;
- j. Head, Human Resource Management Department;
- k. Head, Barangay and Community Relations Department (BCRD);
- l. Head, Bangsamoro Affairs Service Office; and
- m. At least three (3) Representatives from Civil Society Organizations accredited by the BCRD.

The Human Resource Management Department shall serve as the Secretariat of the Council.

The Council shall conduct consultations and, through a consensus, craft a program on Filipino Values, Etiquette, and Moral Uprightness.

The Council shall draft a roadmap for the implementation of the said program, which shall be submitted to the Office of the City Mayor for approval. The Council shall likewise implement the approved program.

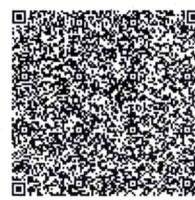
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The Council shall continue to meet once a year, or as the need arises, and shall conduct an evaluation of the performance, accomplishments, and impacts of the implementation of this Ordinance.

Nothing in this Ordinance shall be construed as to authorize appointments, reclassifications, or compensation not in accordance with applicable civil service laws, rules, and regulations.

SECTION 5. INSTITUTIONALIZING FILIPINO VALUES, ETIQUETTE, AND MORAL UPRIGHTNESS IN EDUCATIONAL INSTITUTIONS. – To carry out the declared policies in Section 2 of this Ordinance, teaching of the national programs on values, including, but not limited to, patriotism, national pride and identity, etiquette, moral uprightness, and social and online etiquette, shall be institutionalized as part of the basic curriculum in all levels in kindergarten, elementary, and secondary educational institutions in Quezon City. Provided, that the teaching of the foregoing shall be aligned and integrated with the teaching of values education in the K-12 basic education curriculum, in accordance with Republic Act No.11476, otherwise known as the “GMRC and Values Education Act.”

SECTION 6. IMPLEMENTATION IN WORKPLACES. – All departments, offices, agencies, and units of the Quezon City Government shall include modules on patriotism, national pride and identity, and moral uprightness, including online and social etiquette, in employee orientation or training programs. The Quezon City Human Resource Management Department shall regularly conduct appropriate employee seminars on the aforesaid programs.

Private entities, through their respective human resources departments or its equivalent, are encouraged to include modules on patriotism, national pride, identity, and moral uprightness, including online and social etiquette, in their employee orientation or training programs. Appropriate employee seminars may also be held on the aforesaid projects.

SECTION 7. DESIGNATION OF VALUES OFFICER IN THE QUEZON CITY GOVERNMENT. – It is hereby mandated that all departments, offices, agencies, and units of the Quezon City Government shall designate at least one (1) Values Officer that will oversee the implementation of the policies under this Ordinance. The functions of Values Officers shall include values orientation of new hires and training sessions, seminars, or teach-ins of current employees, among others. The Quezon City Human Resource Management Department shall ensure and monitor compliance of each department, office, agency, or unit.

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SECTION 8. REPEALING CLAUSE. – All ordinances, resolutions, executive orders, memorandum circulars, and administrative regulations, or part thereof, which are inconsistent with any of the provisions of this Ordinance are hereby repealed or modified accordingly.

SECTION 9. SEPARABILITY CLAUSE. – Should any part of this Ordinance be held unconstitutional or invalid, the rest of the provisions of this Ordinance shall remain in full force and effect.

SECTION 10. EFFECTIVITY CLAUSE. – This Ordinance shall take effect immediately upon its approval.

ENACTED: March 23, 2026.

CERTIFICATION

This is to certify that this Ordinance was ENACTED by the City Council on Second Reading on March 23, 2026 and was PASSED on Third/Final Reading on April 22, 2026.


GIAN G. SOTTO
City Vice Mayor


SHAIRA "Shay" L. LIBAN
City Councilor
Acting Presiding Officer

APPROVED: AUG 07 2026


MA. JOSEFINA G. BELMONTE
City Mayor

ATTESTED:


ATTY. JOHN THOMAS S. ALFEROS, III
City Government Department Head III
(Secretary to the Sanggunian)

