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**Environmental Management and Research Association of Malaysia
(ENSEARCH)**

REPORT ON INTERNSHIP PROGRAM

**AT PHILIPPINE CENTER FOR ENVIRONMENTAL PROTECTION AND
SUSTAINABLE DEVELOPMENT, INC (PCEPDI)**

Development Academic of Philippines (DAP) Building,

San MigueAve. Ortigas Center, Pasiq City 1605, Metro Manila, PHILIPPINES

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**TITLE: GREEN PARADIGM FOR SUSTAINABLE BUSINESS: THE BEST
PRACTICES IN PHILIPPINES**

By

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CHAPTER 1

INTRODUCTION

1.0 OVERVIEW

I had undergoing my internship program from 24th January 2016 until 6th February 2016 in Philippine Center for Environmental Protection and Sustainable Development (PCEPSDI) under the supervision of Ir. Maureen Grace V. Lebria Program Manager. During my internship program in PCEPSDI I had opportunity gained knowledge implementation of green practices in Philippines: Green Purchasing, Ecolabelling and Life Cycle Assessment. Besides, I had conduct a short research entitled 'Green Paradigm for Sustainable Business & Consumerism: The Best Practices in Philippines'. The research aims to identify the best green practices implemented in Philippines for sustainable business and consumerism. The finding of research aims to identify the success Philippines in green practices where can be 'role model' for Malaysia in environmental management especially in market trend. Green business / consumerism will be is a new paradigm in Malaysia in encouraging environmentally responsible management and product development in market. The current situation we live in market trend economy and arise the need applies equally to environment. Environment going beyond the social issues where it is now known as business issues termed as 'green economy'. Agenda 21 Earth Summit (UN Conference on Environment and Development) in Rio de Janeiro, Brazil, 1992 stated

“The major cause of the continued deterioration the global is the unsustainable pattern of production and consumption”



Me at Development Academic of Philippines (DAP) Building, Manila

CHAPTER 2: LITERATURE REVIEW

GREEN PARADIGM FOR SUSTAINABLE BUSINESS: THE BEST PRACTICES IN PHILIPPINES

2.0 INTRODUCTION

2.1.1 The Current Environmental Scenario

Agenda 21 Earth Summit for Sustainable Development (UN Conference on Environment and Development) in Rio de Janeiro, Brazil, 1992 stated

“to meet the needs and aspiration of the present generation without compromising the need and aspiration of the future”.

Copenhagen Accord, the resolution of **COP15, United Nations Climate Change Conference (Copenhagen Summit) 2009** addressing on the long-term goal of limiting the maximum global average temperature increase to no more than 2 degrees Celsius about pre-industrial levels, subject to a review in 2015. A number of developing countries agreed to communicate their efforts to limit greenhouse gas emissions every two years.

Natural Defense Resources Council (NRDC), United State addressing major global environmental issues were climate change due global carbon dioxide emission, insufficient of clear energy and safe water, deforestation, over-exploitation of ocean resources and etc. Major causes of global environmental problems were due to high resource utilization and environmental pollution arising from the product life cycle. The unsustainable industrial structure and consumption pattern by in marketing generating environmental problems as stated by Agenda 21. The solution of addressed issue is implementing sustainable developmet in marketing and business.

2.2 Sustainable Development Concept

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts (International Institute of Sustainable Development):

- (i) **the concept of needs**, in particular the essential needs of the world's poor, to which overriding priority should be given; and
- (ii) **the idea of limitations** imposed by the state of technology and social organization on the environment's ability to meet present and future needs."

The aims of sustainable development are producing sustainable society where they able to changing pattern of production and consumption. The sustainable society is able to creating protection and conservation of natural resources. The major pillar sustainable development is environment, social and economy as showed in **Figure 1**. Therefore, green business is a sustainable development marketing and business while generating sustainable society for better environment.

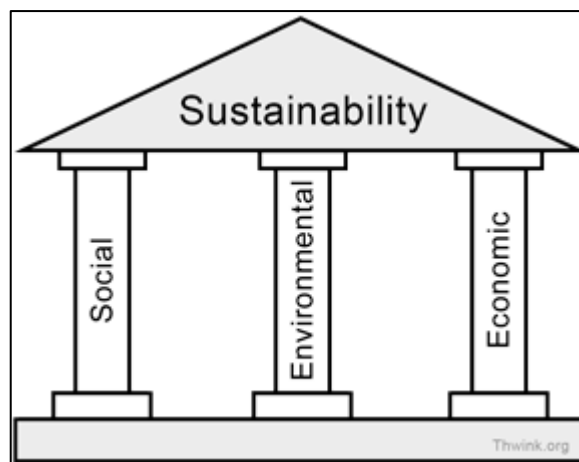


Figure 1: The major pillar sustainable development

2.3 Green Business

Green business defined is sustainable business minimal negative impact on the global or local environment, community, society while progressive environmental and human rights policies. The green business evaluated from movement to market since 1950. Early 1950's until 1970's sustainable business focusing on 'First no do Harm" concept where companies aimed to get the worst environmental abuses under control. This era termed as Dilution Philosophy or End-of Pipe Philosophy. Since 1970's to 1980's the concept revoluted to 'Doing Well by Doing Good' where

companies found that they could reduce cost and enhance their reputation by taking a proactive steps. In 1990's. Environmental Management (EM) was introduced. Early 2000, 'Green is Green" concept was generated which be a new revolution in green business. The concept was environmental thinking can do more than improve bottom line. It does also can help grow the top through innovation more and business opportunity. This concept also focusing cradle-to-cradle thinking, life cycles assessment, end-of-life management and dematerialization extended producer.

Focusing on market trend, four major Environmental Conservation Approaches are: market based approach; economic approach; social approach and regulatory approach. Now we live in market-driven economy which applies equally to environment. In current scenario, environment going beyond social issue, it's is now a business issue in today's green economy. There relevant market related trends are green purchasing, environmental marketing and ecolabels. The core of green business is explained in **Figure 2**.



Figure 2: The core of green business

2.3.1 Green Purchasing & Green Consumerism

Green Purchasing is generally defined as purchasing a product that has a lesser or reduced negative effect or increased positive effect on human health and the environment. (NASPO Green Purchasing Guide). Green Purchasing is encouraging environmentally responsible management and product development through the market. Green purchasing also referred as environmental marketing which the product and services increasingly marketed on environmental basic and the supply chain management demands environmental information. The main issues are relevance and credibility. The main three (3) principles of green purchasing are:

- a) Consideration of product cycle;
- b) Management policies and practices regarding green purchasing; and
- c) Availability of eco-related information to evaluate product manufacturer and distributors.

The concept of green purchasing explained as **Figure 3**.

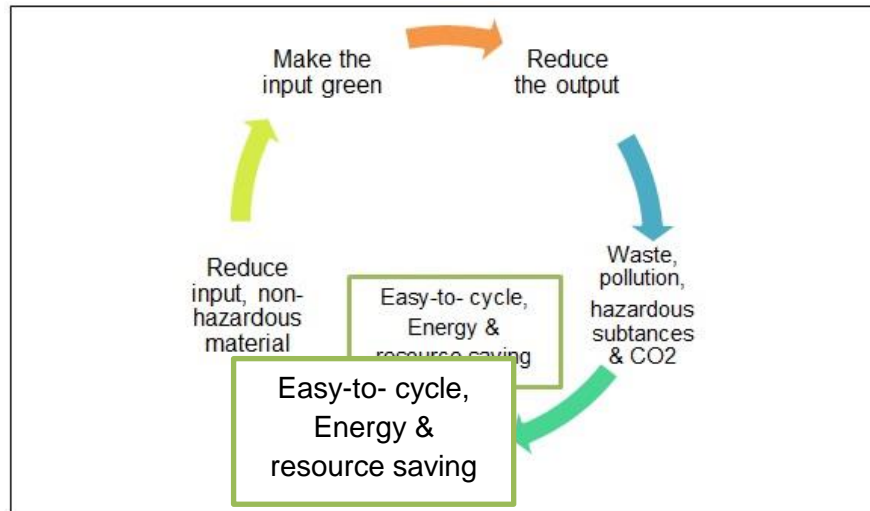


Figure 3: The concept of green purchasing

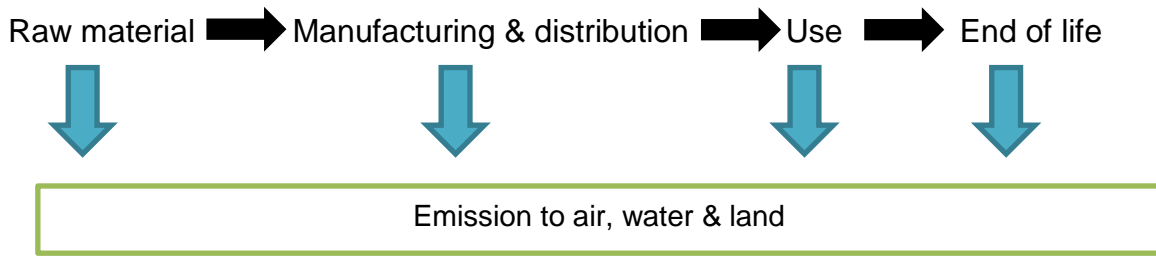
Green consumerism is defined as a concept which includes environmental protection, pollution minimization, responsiveness to non-renewable resources and animal welfare (Nezakati and Hosseinpour, 2015). Green consumerism encouraging green product and product made of recyclable and bio gradable materials. The green product contains Eco labeling and Life Cycle Assessment.

2.4 Life Cycle Assessment (LCA)

Life Cycle Assessment (LCA) is tool for evaluating then environmental burden associated with a product, process or activity over entire life cycle. LCA was evaluated from Energy Analysis in 1970's, Resources Analysis, Green and House Assessment in 1990's. Principles of LCA as listed below:

- a) Life cycle perspective;
- b) Environmental focus;
- c) Relative approaches and functional Units;
- d) Iterative approach
- e) Transparency;
- f) Comprehensiveness; and
- g) Priority of scientific approach.

The raw material & energy consumption LCA below:



2.5 Ecolabelling

Environmental labelling or ecolabelling is an international system for identifying products or services that reduce environmental impact compared to other similar products, based on a wide range of environmental aspects such as product life cycle, ranging from raw materials and its extraction through production, utilization to disposal or recycling. The International Organization for Standardization (ISO) established the ISO14020 series that covers environmental guidelines, principles and standards, including Environmental Labels and Declaration. This provides the principles and procedures for a third party declaration, voluntary and multi-criteria based- Type Environmental Labelling Scheme.

The overall goal of these labels and declarations of the ISO 14020 Series in particular is:

“...through communication of verifiable and accurate information, that is misleading, on environmental aspects of products and services, to encourage the demand for the supply of those products and services that cause less stress on the environment, thereby stimulating the potential for market-driven continuous environmental improvement.”

2.6 The Sins of Greenwashing

Greenwashing is defined as the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. Greenwashing is also termed as ‘pseudo-green’ or ‘false-green’ that is disseminated by an organization so as to present an environmentally responsible public image. The seven sins of greenwashing are:

- (a) **Hidden Trade-Off:** Labeling a product as environmentally friendly based on a small set of attributes (example: made of recycled content) when other attributes not addressed (example: energy use of manufacturing, gas emissions, etc.) might make a bigger impact on the eco-friendliness.
- (b) **No Proof:** Making an environmental claim without providing easily accessible evidence on either the label or the product website (example: a light bulb is touted as energy efficient with no supporting data).

- (c) **Vagueness:** Using terms that are too broad or poorly defined to be properly understood (example: an “all-natural” cleaner may still contain harmful ingredients that are naturally occurring).
- (d) **Irrelevance:** Stating something that is technically true but not a distinguishing factor when looking for eco-friendly products (example: advertised as “CFC-Free”- but since CFCs are banned by law this is unremarkable).
- (e) **Lesser of Two Evils:** Claiming to be greener than other products in its category when the category as a whole may be environmentally unfriendly (example: an organic cigarette may be greener, it’s still a cigarette).
- (f) **Fibbing:** Advertising something that just isn’t true (example: claims to be Energy Star Certified, but isn’t).
- (g) **Worshipping False Labels:** Implying that a product has a third-party endorsement or certification that doesn’t actually exist, often through the use of fake certification labels.

CHAPTER 3

MY INTERNSHIP IN PHILIPPINE CENTER FOR ENVIRONMENTAL PROTECTION AND SUSTAINABLE DEVELOPMENT (PCEPSDI)

3.1 Background of PCEPSDI

The Philippine Center for Environmental Protection and Sustainable Development, Inc. (PCEPSDI) is a non-stock, non-profit and non-government organization duly registered with the Securities and Exchange Commission. It is an affiliate organization of the Development Academy of the Philippines (DAP). PCEPSDI is situated at the fourth floor of DAP building near Ortigas Center in Pasig City, Metro Manila.

PCEPSDI is the Administrator of the National Ecolabelling Programme - Green Choice Philippines (NELP-GCP) that is based on ISO 14024 - Guiding Principles and Procedures. NELP-GCP is a voluntary, multiple criteria-based, and third party programme that aims to encourage clean manufacturing practices and consumption of environmentally preferable products and services. This government project is seen as an important marketing instrument to complement laws and regulations for environmentally preferable products and a guide to consumers' purchasing preferences. The project is under the auspices of the Department of Trade and Industry and the Department of Environment and Natural Resources. The President of PCEPSDI is Mr. June M. Alvarez.



Figure 4: The Logo of Philippine Center for Environmental Protection and Sustainable Development, Inc. (PCEPSDI)

The purposes of PCEPSDI are:

- To formulate, initiate, undertake, promote, sponsor, assist, support and/or finance projects, programs and activities to cleanse, improve, rehabilitate and develop the environment, and to maintain the environment in a clean, healthy, and sanitary state;]

- To promote the recognition of environmental management and support the integration of environmental policies, programs and practices nationwide;
- To work with the government in developing policies, laws and regulations relating to the cleansing, improvement, rehabilitation, and development of the environment and the maintenance of a clean, healthy, and sanitary environment, and to provide assistance in their effective enforcement;
- To conduct or support research on the environmental impact of industry and technology on the environment;
- To help improve environmental awareness and concern for the environment;
- To provide a forum for the discussion of issues affecting the environment;
- To support and promote the development and transfer of technology of management methods which are environmentally sound;
- To monitor the progress of the cleansing, improvement, rehabilitation and development of the environment and the maintenance of a clean, healthy, and sanitary environment and assess the adequacy and effectiveness thereof; and
- To engage in, carry on, and conduct scientific and developmental research, experiments, investigations, analysis and studies to conserve, preserve and otherwise sustain the natural resources, the aquatic resources, the flora and the fauna, the wildlife in and the environment of the Philippines, and to employ any and all other means and processes known, and which may become known, for accomplishing the conservation and sustenance of the natural resources, the flora and the fauna, the wildlife in and the environment of the Philippines; and to offer to others in the Philippines and around the world the results of such research, experiments and studies.

3.2 The Learning & Research

I had undergone my internship program around two weeks (24 Jan 2016 - 6 Feb 2016) in PCEPSDI under the supervision of Ir. Maureen Grace V. Lebría Program Manager. During my internship program in PCEPSDI I had opportunity gained knowledge regarding the implementation of green practices in Philippines: Green Purchasing, Ecolabelling and Life Cycle Assessment. The learning session was from 8am – 5pm in PCEPSDI offices where I underwent class and learning session with other local internship trainees. I'm the 2nd international trainee to PCEPSDI where the former internship trainee from Japan in year 2013. Ir. Maureen Grace and other staff in PCEPSDI facilitate me with the great knowledge in green business besides sharing me with the unique of Philippines. I had gained knowledge in

green business including Green Purchasing, Ecolabelling and Life Cycle Assessment as explained in Chapter 1 and Chapter 3. In the same time I also given opportunity in participated in two major events of PCEPSDI as below:

- (a) Inception Workshop For the Establishment & Implementation of GPP in Quezon of Sustainable Consumption Procedure (SCP) in The Philippines on Feb 2, 2016 in Quezon City, Metro Manila as participant; and
- (b) The Suppliers Forum for the Development of Technical Specifications of Products for the Implementation of Green Public Procurement (GPP) as secretariat and moderator of the forum on Feb 5, 2016 in Crownie Plaza Manila;

The detail and experiences and knowledge of event will discusse in Chapter 4.

In this Chapter 3 I will highlighted the finding of my research **on successful green practices in Philippines for sustainable business** which I conducted during my internship as below:

- National Ecolabelling Program (NELP)- Green Choice Philippines; and
- Green Public Procurement (GPP).

3.3 National Ecolabelling Program - Green Choice Philippines (NELP-GCP)

‘The Signaling change with Green Choice’

The establishment of NELP-GCP is one of the major contributors of the Philippines Government towards a sustainable society. It aims to change behavioral pattern in consumption and production that tend to misuse, abuse and degrade the natural resources. A voluntary third party environmental labelling declaration and guided by the principles and procedure of ISO 14020, GCP gained its legal footing through the Republic Act 9003 or The Ecological Solid Waste Management Act of 2000 (Philippines) was signed by Her Excellency President Gloria Macapagal Arroyo. Specifically, its states in Article 4, Section 27 that

“Department of Trade and Industry (DTI) shall formulate and implement a coding system for packaging, materials and product to facilitate waste recycling and reuse.’

The finding of survey conducted by PCEPSDI on Environmental Awareness and Commitment on consumers shows that 85% of consumers willing buy products that cause less harm to environment (green or ecofriendly products) even if these products may cost

more. Focusing industrial attitude towards environment, Research by Grant Thornton International Business Report stated,

“Privately held business (PHB) still prepare to introduce green practices even if those green practices have a negative effect on bottom line.”

Concerned government agencies, non-government organizations and academicians combined effort to implement the national ecolabelling program in Philippines. The program is composed of a multi-sectoral body that includes the National Ecolabelling Program Board, Technical Committee, Product Specific Technical Working Group, Promotion and Advocacy Committee and National Ecolabelling Program Administrator. NELP-GCP is one of the country's initiatives to exercise the fundamentals of sustainable development. It aims to change the behavioral patterns in consumption and production that tend to misuse, abuse, and degrade our environment.

The Green Choice Philippines Seal of Approval is under the auspices of the Department of Trade and Industry and Department of Environment and Natural Resources & administered by the environmental non-government organization Philippine Center for Environmental Protection and Sustainable Development, Inc. Symbolizing the country's thrust to champion environmental sustainability through ecolabelling, the Green Choice Philippines label communicates an invaluable level of confidence to the consumer towards the products and services awarded with this exclusive seal.



Figure 5: The Logo of Green Choice Philippines

Its unique logo, also being used as the Seal of Approval for products and services that passed the predetermined product criteria, represents the different elements of the environment and its being global in nature. The logo is a sphere divided into two parts. On the left side is the dark blue Earth while on the right side is a dark green leaf. At the center is a drop of clean water and a bloom. A green band encircles the sphere where the name “Green Choice Philippines” appears. The colors green, blue and white symbolize the environmental colors of the program while the drop of clean water and a bloom symbolizes transparency. Moreover, the green leaf at the right side of the logo embodies the mission of the program to protect the environment. Ecolabelling recognizes the company’s product environmental performance dedicated to protect the environment.

It offers the enterprise the following benefits:

- a) Reinforced corporate imaging, brand recognition and product excellence; and
- b) The brand immediately gains a preferential position in the market, as the label is synonymous to eco-friendly quality based on internationally.

The GOALS of the NELP-GCP are:

- a) Guide consumers to choose products that are environmentally sound;
- b) Encourage manufacturers to adopt processes and supply products that have less adverse environmental impacts; and
- c) To use the label to empower consumers and to complement the government’s environmental policy directions.

NELP-GCP awards the Green Choice Philippines **positive seal of approval** to a product or service that meets the established leadership criteria. A 3-year license to use the GCP eco-label is given to a particular product or service that passed the predetermined environmental standards. Such standards take into consideration the life cycle stages (cradle to grave) of a product or service. The program is governed by the NELP-GCP Board which is a multi-sector body composed of representatives from the government and the private

sectors administered by the Philippine Center for Environmental Protection and Sustainable Development, Inc. (PCEPSDI).

There are two functional committees namely:

- (a) **NELP-Technical Committee (NELP-TC)** that is mainly responsible for the development of product criteria; and
- (b) **NELP-Promotion and Advocacy Committee (NELP-PAC)** that is tasked to promote the national ecolabelling program. Under the guidance of the NELP-TC are **technical working groups (TWGs)** which are ad-hoc committees assigned to deliberate on the details of the development of product criteria for specific product categories.

THE NELP-GCP ORGANIZATION STRUCTURE

Ecolabelling Programme Body

Governed by the NELP-GCP Board

NELP-GCP Administrator

Managed by PCEPSDI

NELP Promotion and Advocacy Committee

Composed of Multi-sectoral representatives

NELP Technical Committee For

Product Criteria Development

Composed of Multi-sectoral representatives

Technical Working Group(S)

AdHoc group formed on a per product category

3.4 Major Projects and Activities

The National Ecolabelling Programme-Green Choice Philippines (NELP-GCP) through the Philippine Center for Environmental Protection and Sustainable Development, Inc (PCEPSDI) is engaged and committed with the following major activities:

(a) Development of Ecolabeling Criteria for Products and Services

This program aims to establish and develop product/service criteria for the National Ecolabelling Programme Green Choice Philippines (NELP-GCP). The target is to develop product categories for NELP-GCP's 20 priority products that entice multi-criteria considerations based on life-cycle approach. At present, development of criteria for government goods, green hotels and green construction materials are about to commence.

(b) Green Purchasing, Green Productivity Towards Green Philippines (GP3) International Exhibition and Conference

This program aims to provide a significant platform for information exchange and recognition to the aspects of Green Economy. Showcasing the various innovations and initiatives in green technology, products and services, this event will feature eco-lifestyle, green construction, clean manufacturing and eco-products and services.

The most important component is the GP3 Conference on Green Economy, with 3 major themes - green technology, sustainable consumption and production and green business. Invited as key note speakers are foreign-based resource persons who are Green Economy experts where the target participants will be CEOs and high-rank company officers.

In 2015, the GP3 Expo known as Kalikasan GP3 Expo Conference with the theme 'The New Green Revolution: Climate-Smart and Eco-Conscious Consumers'. The expo is held from July 23-25 in SMX Convention Centre, Bonifacio Global City, Taguig. In Tagalog (Philippine Language) Kalikasan means 'Nature'.



(c) Green Purchasing Alliance Movement (GPAM)

While there are efforts to promote ecolabelling and green purchasing in the policy level, a parallel initiative to create a network among private sector green advocates who will directly patronize ecolabeled products and work on promoting Green Purchasing is the framework of GPAM. The Green Purchasing Alliance Movement or GPAM is a cause-oriented coalition that promotes environmental procurement among individual consumers, private companies and government institutions in the Philippines. Organized in October 2009, GPAM is a “network of broad participatory action” of a wide range of purchasing activities, and an advocacy voice of empowered consumers working towards sustainable development. GPAM is an active member of the International green Purchasing Network (IGPN) which is the umbrella organization of all Green Purchasing

Networks around the world. The goal is to create demand for environmentally preferable products and promote the enforcement of green purchasing corporate policies and initiatives.

GPAM provides information, education and communication materials such as publications on greening the supply chain and green purchasing, makes available resource persons to green procurement campaigns and organizes and participates in trade exhibits targeting consumers to patronize green products and services. GPAM supports exchange and coordination of actions among interested parties or institutions by co-sponsoring campaigns, suppliers' and tenders meetings as well as research and development partnerships, aiming to enlist more members for GPAM. GPAM works on organizing and conducting trainings, workshops, orientation and meetings such as the "GPAM Roadshow on Green Purchasing and Ecolabelling", for the setting up of green purchasing policies and programs for different institutions.

(d) Green Youth Movement (GYM)

As the youth is the major stakeholders in the future, there is a need for them to get involved in environmental conservation and protection efforts, especially in the promotion of sustainable consumption and production. The Green Youth Movement will carry out activities and advocacies that will spur participation of the younger generation in promoting green consumerism in the country. This hopes to be a national level in scope, with chapters in different school all over the country. They will hold annual national assemblies, city, municipal, provincial and regional-level meetings and consultations as well as undertake activities that will foster camaraderie and green awareness.

The Green Youth Movement of the Philippines

- will organize a high-profile youth arm that will support environmental education on green consumerism and green business;

- will advance the role of the Filipino youth in the promotion of environmental protection towards sustainable development
- will stimulate and provide venue for participatory action and establish mechanisms for youth access and representation in national development concerns;
- will expand educational opportunities and developmental responsibility
- will establish networks with other like-minded local and international organizations

GYM main activities are:

- Orientation Meetings & Environmental Exposure Tours
- Eco-fashion shows & Organizing Sports Development Activities
- Environmental and Other Capacity-Building Trainings and Workshops
- Enviro-mercials & Eco-Information Exchange
- Web Blogging and Social Networking
- Lobbying, Tree Planting & Flash Mob Dance

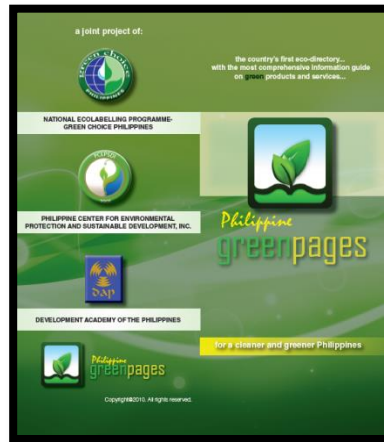
(e) Philippine Green Pages

The Philippine Green Pages is the first and only eco-directory in the country (on-line platform) showcasing innovative green products, technologies and services available in the Philippines. This is a marketing tool that will provide a venue for green producers to target their specific consumer market. Log on to <http://www.philippinegreenpages.com>.

The functions of the green pages are:

- (i) promoting consumer and market awareness for sustainable production and consumption in the country;
- (ii) linking the green producers to its target consumers showcasing the most credible and informative guide on eco-products, materials, services and components;
- (iii) presenting some 1,000 of the best local green manufacturers, distributors and sellers all over the Philippines;

- (iv) featuring the environmental programs by Philippine-based corporations;
- (v) the official handbook to be used by institutional consumers from the:
 - government offices and instrumentalities
 - private corporations
 - NGOs
 - green consumer advocates



The Philippine Green Pages

3.5 Green Public Procurement (GPP)

Executive Order (EO) 301 Series of 2004 entitled 'Establishing a Green Procurement Program for All Department, Bureaus, Offices and Agencies Executive Branch of Government' presented the first attempt of government to reduce its environmental impact in buying, using and disposing products, goods and services.

This directive aims to:

- a. Promote the culture of making environmentally informed decisions in government through greening its supply chain;
- b. To include environmental criteria in public tenders whenever possible and practicable;
- c. To establish specifications and requirement for the product and services to be considered environmentally advantageous; and

- d. To develop incentive programs for suppliers of environmentally sound products and services.

Sustainable Consumption and Production (SCP) defined as the creation and use of services and related products, which respond to basic needs and bring better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product as not be jeopardize the needs of future generations. While, Sustainable Procurement is a process whereby organizations meet their need for goods, services, works and utilities in way that achieves value for money on a whole life basis in terms of generating benefits not only to the organizations but also to society and economy, while minimizing damage to environment. The Handbook on Green Public Procurement European Commission, 2010 stated **Green Public Procurement (GPP)** as a process whereby public authorities seek to procure goods, services and works with a reduced environmental impact throughout their life cycle when compared to goods, services and works with the same primary function that would otherwise be procured. The rational why Government Green Procurement are:

- (i) Group buyers with huge buying power - 10~15% of GDP;
- (ii) Easy to demonstrate effectiveness;
- (iii) Role model for business and general consumers; and.
- (iv) Using market forces to stimulate greener products with competitive prices

While the benefits of GPP are:

- (i) Addresses environmental sustainability of the agency;
- (ii) Long-term savings of energy;
- (iii) Promotes business innovation; and
- (iv) Efficient procurement

3.5.1 Development of Green Public Procurement (GPP) in Philippines

The development of GPP in Philippines was initiated during 1999 where UNDP PRIME on Private Sector Participation in Managing the Environment and policy study on ecolabelling was undertaken. The miles stone of GPP development as show below:

Year	Miles Stones
2002	RA 9003 Identified the ecolabelling the strategy to minimize solid wastes
2003	National Ecolabelling-Green Choice Philippines was launched
2004	EO 301 Green Public Procurement (GPP)
2006	First staging of Green Purchasing, Green Productivity towards Green Philippines Conference (GP3 Conference)
2009	Launching of the Green Purchasing Alliance Movement (GPAM), a private stakeholder imitative green procurement
Challenges : <ul style="list-style-type: none"> ○ Lack of knowledge and skill on GPP among Government & Organizations ○ Lack of establishment specification for products and services than are environmentally preferable 	
2012	Pilot Project for the implementation of GPP among selected Government institution, a capacity-building project by GPAM & IGPN
2013	Government Suppliers' Forum on GPP to inform the supply chain on GPP initiatives
2013-2015	<ul style="list-style-type: none"> ○ European Union (EU) Switch Philippines Capacity Building Activities on GPP Tools ○ GPP Task Force Established by Pilot Project ○ Pilot Implementation of GPP in select agencies
2015	EU Switch Philippines Project : Development of

Environmental Technical Specification for GPP Implementation

3.5.2 Development of Environmental Technical Specification for GPP Implementation

European Union (EU) Switch Philippines is a project funded under the Switch Policy Support Component for the Philippines (a project funded by EU under the SWITCH- Asia Programme which provides policy support to the Philippines Government in implementing Sustainable Consumption. The goal of project is to expand the green public procurement (GPP) and ecolabelling programme to new government bodies and new product respectively.

The objectives of European Union (EU) Switch Philippines is aims to establish environmental specification of selected product that can be used by government organization and its instrumentalities in implementing Green Public Procurement (GPP). Specifically, its aims to:

- (a) Identify then priority product /service categories being procured by government to include in the development of product environmental specifications will be selected in close cooperation with the participating government organizations.
- (b) Determine the significant environmental impact of the ten (10) selected product categories and following the ISO 14020 series guidelines.
- (c) Establish the environmental specifications of the ten (10) selected product categories.

The main project categorized as:

(i) Phase 1: Identification of priority product categories

These will be conducted through consultation and survey among the participating agencies and government supplier and vendors. The period of this phase is from December 2015 until March 2016.

(iii)Phase 2: Establishment of environmental specifications of product for GPP thorough Life cycle consideration

These will be identified product and/or services for Phase 1 will be further examined. The period of this phase is from March 2016 until September 2016.

CHAPTER 4: MY INTERNSHIP EXPERIENCES

MY PARTICIPATION IN PCEPSDI PROGRAMS AND EXPERIENCES IN PHILIPPINES

4.1 My Participation in PCEPSDI Programs

During my internship, I had participated in two major events of PCEPSDI such as:

- (a) Inception Workshop For the Establishment & Implementation of GPP in Quezon of Sustainable Consumption Procedure (SCP) in The Philippines on Feb 2, 2016 in Quezon City, Metro Manila as participant; and
- (b) The Suppliers Forum for the Development of Technical Specifications of Products for the Implementation of Green Public Procurement (GPP) as secretariat and moderator of the forum on Feb 5, 2016 in Crownie Plaza Manila.

4.2 Inception Workshop for the Establishment & Implementation of GPP in Quezon of Sustainable Consumption Procedure (SCP) in the Philippines

Quezon City is the largest most populous city in Metro Manila. As the local government becomes determined to reduce the environmental impact of public operations, Executive Order 19 (Series 2010) was signed by Mayor Herbet Bautista that created its own Environmental Policy Management Council (EPMC). In this directive, EPMC was mandated to establish and provide mechanism for the implementation of Green Procurement.

The project the Establishment & Implementation of GPP in Quezon of Sustainable Consumption Procedure (SCP) in the Philippines aims to support Quezon City's GPP program by technical assistance in its establishment and implementation, use this model for LGU's in this country to follow. Assisted thought the United Nation Environment Program '10 year Framework Program Trust Fund for Sustainable Public Procurement, the 2 year project will be implemented by PCEPDSI and

Environmental Protection and Management Department (EPWMD) of Quezon City local government. As initial step, the project implementers and partner need to synergize understanding and ideas for effective project planning and implementation. Therefore, an inception workshop had been conducted by PCEPDSI and EPWMD on February 2, 2pm at EPWMD Conference Room, Quezon City Hall Complex, and Quezon City. The objectives of the workshop are:

- (i) Create a common understanding and support of the project-its vision, goals, objective and implementation plans;
- (ii) Exchange knowledge and experiences on environment-friendly practices;
- (iii) Develop shared vision of broader opportunities and benefits emerging from the project implementation and outreach.

The content of workshop is as detailed below:

- (a) Briefing of SCP Perspective by Ms Bike Catibog, Technical Manager, GPP4 Quezon City PCEPDI.
- (b) Project Overview by Engr. Maureen Grace Lebria, Technical Manager, GPP4 Quezon City PCEPDI.



Engr. Maureen Grace Lebria, Technical Manager, PCEPDI.

(c) Inputs: GPP Experience in Other Countries by Mr. Thomas Lehman, Project Director Advancing and Measuring SCP for low-Carbon Economy in Middle-Income and Newly Industrialized Countries (Advanced SCP) GIZ Thailand;

(d) Outputs : Project Discussion Workshop



Mr. Thomas Lehman Form Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Thailand/ German International Cooperation

I had given opportunity to participate in this workshop along with other staffs from government officers from Quezon City Local Government. From the Inception Workshop above, I had learned various knowledge on SCP and Philippine's approach on high impact projects. As briefed by Ms. Bike Catibog and Engr. Maureen Grace Lebría, PCEPDI the project will divide into major components and phase: (i) **GPP Institutionalization**; **GPP Technical Assistance**; and **GPP Implementation**. Mr. Thomas Lehman on GPP shared the experiences in Asia especially in Thailand, Korea and Japan. He addressed the factors that lead to success GPP implementations in Asia are:

- The Government commitment;
- Best monitoring and evaluation system;
- Ecolabel;
- Green Supply Chain;
- Think from broad perspective;
- Good understanding and acceptance a way of other organization;

- Existence of e-procurement systems and Institutional arrangement between key stakeholder;
- Intensive training and awarding to organization on good practice on GPP implementation;
- Using green procurement as evaluating performance.

4.3 The Suppliers Forum for the Development of Technical Specifications of Products for the Implementation of Green Public Procurement (GPP) as secretariat and moderator of the forum on Feb 5, 2016 in Crownie Plaza Manila.

The European Union Switch Asia Policy Support to the Philippine Government recognizes the need to implement EO 301 in Green Public Procurement by supporting the development of environmental criteria for products which will assist procurement officers buy green products and select green suppliers for their Green Procurement Program. In this regard, the project “Development of Technical Specifications of Products for the Implementation of Green Public Procurement” will provide technical assistance to procurement officers in preparing their technical specifications requirements for green products. The project will be implemented by PCEPSDI which administers the National Ecolabelling Programme-Green Choice Philippines.

Therefore, to kick off the project, a Suppliers’ Forum on GPP and Green Business will be conducted to gather the suppliers and vendors of the participating government organizations in order to present the project and gain knowledge and insights on their businesses and products. These insights include among others the information about their products, their involvement in the supply chain such as first tier, second tier, manufacturer, diversity of vendors their perception and understanding of the environmental impacts of their products, their views on environmental conservation and how this can be incorporated to their businesses, their willingness to adopt environmental practices and engagement to the ecolabelling programme. Therefore, an supplier forum had been conducted by PCEPSDI on February 5, 2016 in Crownie Plaza

Manila. The welcoming remark was given by the Chief Guest of the forum Mr. Matthieu Penot, Environment and Trade Attaché, European Union Delegation to the Philippines.

The content of supplier is as detailed below:

- (a) Briefing Procurement Service Plans on GPP by Atty. Jose Tomas C. Syquia, Executive Director, Procurement Service;
- (b) Briefing on EU Switch Asia Policy Support Component: A Department and Trade Industry (DTI) GPP Pilot Experience by Mr. Joel R. Cruz, Director, DTI-HRAS;
- (c) Experiences on Policy Initiatives on GPP by Atty. Dennis S. Santiago, Executive Director, GPPB-TSO;
- (d) Project Details, Scope and Expected Results by Dr. Krista Danielle Yu, Project Consultant and Engr. Maureen Grace Lebria, Project Officer, PCEPSDI; and
- (e) Panel Discussion and Open Forum from the above mentioned speaker.



Briefing Procurement Service Plans on GPP by Atty. Jose Tomas C. Syquia and Dr. Krista Danielle Yu

The supplies forum be a major achievement in my life because I had be the secretariat for the International program especially European Union Program. In same time, I had given honorary by PCEPSDI where I appointed as **moderator** for the panel discussion and open forum.



Me as the moderator for panel discussion and open forum with Mr. Matthieu Penot, Environment and Trade Attaché, Atty. Jose Tomas C. Syquia, Mr. Joel R. Cruz, Atty. Dennis S. Santiago and Dr. Krista Danielle Yu.

During the panel forum various issues was discussed regarding implementation of green business in Philippines. As moderator I asked the success and challenges faced by EU in implementing green business in Philippines. The end of event, I awarded as one of the **Resource Expert of Suppliers Forum** for the Development of Technical Specifications of Products for the Implementation of Green Public Procurement (GPP) by Mr. Matthieu Penot, Environment and Trade Attaché, European Union Delegation to the Philippines. This is the highest award received in my life after KKEF Young Environmentalist Internship Award 2015.

4.4 My Participation in Environmental Survey

During the internship, I had participated in environmental survey with Dr. Krista Danielle Yu from De La Salle University, Manila and also Project Consultant of Development of Technical Specifications of Products for the Implementation of Green Public Procurement (GPP). The Environmental Awareness Survey aims to identify the level of environmental awareness and wellness among the supplier and industry in implementing Green Public Procurement (GPP). As part of study the survey questionnaire was given to participant from industries at The Supplier's Forum on February 5. I'm participated in giving input and drafting survey questionnaire with Dr. Krista Danielle Yu.

4.5 My Experiences in Exploring Good Green Practices in Philippines

Besides, my internship in PCEPSDI in explored for identify best practices in Manila that can be implemented in Malaysia. On January 20, 2016 with collogues of PCESDI I went some famous places in Metro, Manila City. The one of famous place is Rizal Park or Luneta National Park which an historical urban park in the Philippines. The park located along Roxas Boulevard adjacent to the old walled city of Intramuros. During the visit I had visited the '2nd Phillipine Zero Waste Campaign' that held in Rizal Park. The campaign was promoting variety of creative innovation and ideas in achieving zero waste in Philippines.



2nd Philippine Zero Waste Campaign' that held in Rizal Park

4.5.1 Creative innovation and ideas in achieving zero waste in Philippines

Philippines implementing various initiatives in reducing waste in the country. The country generating business form waste with innovative and creative ideas as shown below:

(a) Furniture from waste plastic bags



(b) Bio fertilizer from market waste



(c) Crafts and bags from rubbish and waste / plastics**(d) Decorations from waste paper & cutleries****(e) Animals replica from metal waste****(f) Other Initiatives**



Boat made from polyethylene terephthalate (PET) bottles. This idea won first prize 'Bangka Ni Erab' national boat making content in 2013



Fan cover as fruits basket for mango seller

(g) Promotion and awareness on zero waste



4.6 My Experiences in Philippines

During my internship in Manila Philippines, I had learned lost culture and knowledge from the country. First, Pilipino very kind and family oriented people. They still lived in join-family and always give good respects to elders in family. The women in Philippines are very independent, successful, kind and highly educated. Pilipino very kind and helpful with foreigners. I also learned about José Protasio Rizal Mercado, popularly known as José Rizal (19 June 1861 – 30 December 1896) was a Filipino nationalist. He is the Hero of Philippines. I also visited Fort Santiago, is a citadel first built by Spanish conquistador. Several lives were lost in its prisons during the Spanish Colonial Period and World War II. José Rizal was imprisoned here before his execution in 1896. I also visited Manila Cathedral, is a Roman Catholic basilica. The cathedral was damaged and destroyed several times since the original structure was built in 1581 while the eighth and current instance of the cathedral was finally completed in 1958.



CHAPTER 5

CONCLUSION

5.1 Conclusion

As conclusion, Philippines implementing two successful green practices in for sustainable business there are: National Ecolabelling Program (NELP)- Green Choice Philippines and Green Public Procurement (GPP). The NELP-GCP is one of the major and successful contributors of the Philippines towards a sustainable society and realization of Resolution of Agenda 21. The Philippine Center for Environmental Protection and Sustainable Development, Inc. (PCEPSDI) is playing a vital role in implementing green business in Philippines and success of NELP-GCP and NELP-GCP. PCEPSDI be administrative of major European Union and United Nations project with the engagement of government.

5.1.1 Recommendation and Role Model for Malaysia

There are many best practices, strategy and values Malaysia following Philippines in for sustainable business and consumerism. There are:

- (a) First is the National Ecolabelling Program (NELP)- Green Choice Philippines and Green Public Procurement (GPP). These two major programs are very larger scale, successful and funded by European Union and United Nations;
- (b) PCEPSDI, a non-profit and non-government organization as administrative of national environmental and large scale international funded programs. PCEPSDI can be role model for NGO's in Malaysia in for further capacity building and benchmark; and

- (c) Initiatives and strategy on green business / consumerism implementing in Philippines as discussed in this can be best practices and bench mark in Malaysia.

In summary, Green business / consumerism will be is a new paradigm in Malaysia in encouraging environmentally responsible management and product development in market. Environment going beyond the social issues where it is now known as business issues termed as 'green economy'.

SALAMAT: Thank You in Tagalog



I am wishing 'Salamat' and Thanks to Environmental Management and Research Association of Malaysia (ENSEARCH) and The Philippine Center for Environmental Protection and Sustainable Development, Inc. (PCEPSDI) for the great opportunity and great support.

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