



ADVOCATING SUSTAINABLE CONSUMPTION TO FILIPINO YOUTH

TOKUSHIMA INTERNATIONAL CONSUMER'S FORUM 2022

ATTY. RUTH B. CASTELO
UNDERSECRETARY, DEPARTMENT OF TRADE AND INDUSTRY
PHILIPPINES



CONTENT

01

PH Vision for a Sustainable Society through PAP4SCP

Vision and goal of the Philippine government on sustainable consumption, its institutional setup

02

Educational Initiatives

Ongoing national sustainable consumption work in the Philippines

03

Gaps and Challenges

Gaps and challenges in promoting sustainable consumption in Filipino Youth

04

Way Forward

Recommendations and future plans for the successful promotion of sustainable consumption in the Philippines and in the ASEAN



The Philippine Vision for a **Sustainable Society**

“ Filipinos, both the present and future generation, enjoy a strongly rooted (*matatag*), comfortable (*maginghawa*), and secure life (*panatag na buhay*).

Philippine Action Plan for **Sustainable Consumption and Production**

PAP4SCP



PRIORITY ACTIONS

- (a) policy and regulation,
- (b) research and development, innovation, and technology,
- (c) infrastructure, and
- (d) promotion and education

Aims to:

Increasing consumer awareness and preference for products with ecolabel seals

By:

Encouraging consumers to refuse unsustainable products and packaging materials, particularly single-use plastics, through choice-editing strategies

By:

Encouraging proper waste segregation and recycling through the establishment of more materials recovery facilities (MRFs) in the short-term

Long-term:

Move towards zero waste through the development and adoption of innovative technologies aligned with the principles of the circular economy.

WHAT HAVE WE DONE SO FAR?

EDUCATIONAL / PROMOTIONAL INITIATIVES IN PH



ACCP-ASEAN SC Toolkit (SCT) Project

This toolkit aims to guide consumer protection authorities in ASEAN in promoting sustainable consumption by looking at best practices and models of public policies that will support sustainable consumption. This may also serve as a reference for consumer protection authorities to compare different approaches and formulate innovative policies to influence consumer behavior.



Consumer Youth e-Forum

The CYeF was launched in 2021 considering the importance of involving the youth in the campaign. Informal surveys show that Gen Z and Millennials are seen to be more environmentally aware. The 6th CYeF-themed #YoungGreenConsumer highlighted youth groups that drive sustainable solutions through their initiatives.



Sustainability Solutions Exchange

This is the first platform organized to promote sustainable practices, resources, and technology to the world's essential industries in the country. SSE provides various informative avenues to learn from credible sustainability experts and advocates, among other objectives.



WHAT HAVE WE DONE SO FAR?

EDUCATIONAL / PROMOTIONAL INITIATIVES IN PH



Consumer Care Webinar Series and Konyumer At Iba Pa

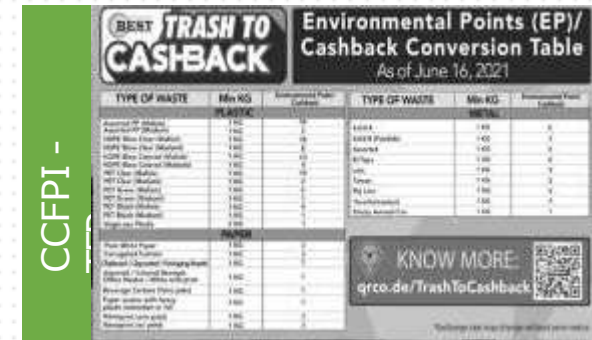
CCWS is one of the DTI-CPG's info outlets to further strengthen the awareness of the public on their rights and responsibilities. Some episodes are dedicated to tackling topics related to SCP.

The KATBP radio program is the DTI's consumer education radio program where it invited the Climate Change Commission (CCC) to discuss climate change and sustainable consumption.



Climate Science Youth Program

A program aiming towards increasing the knowledge of the youth on climate change adaptation and mitigation through the information from the latest climate science.



Trash-to-Cashback Program

This program allows participants, including youth, to exchange and convert their recyclable wastes and single-use plastics into Environmental Points, which may be used to purchase groceries, goods, and services from the bXTRA App and as payment for utility bills such as electricity, water, and internet service through the Bayad App.



WHAT HAVE WE DONE SO FAR?

EDUCATIONAL / PROMOTIONAL INITIATIVES IN PH



Migration of 3 Environmental Education Modules

Coca-Cola Foundation, through its partnership with Teach for the Philippines, supports the migration of its three modules on Environmental Education to various alternative delivery modes --- Chat-and-SMS-based discussion guides, self-learning modules, and session worksheets, and video-based instructional guides for online broadcast.



Camp Kalikasan

Camp Kalikasan is an online digital resource center designed by the World Wide Fund for Nature (WWF) Philippines, in partnership with Globe, for environmental education. It aims to increase awareness, enhance understanding, and strengthen stewardship towards the environment among students and the youth, teachers, and schools, and the general public.



Museo Kalikasan

Museo Kalikasan, launched by Epson and the WWF Philippines aims to make the learning and discovery of the current state of the planet a fun, easy-to-digest, and interactive experience for all. The virtual museum tackles climate change through a three-dimensional simulated experience, providing illustrative and immersive explanations on important themes and topics.





GAPS AND CHALLENGES

POLICY

Weak Policy Framework

Existing policies are not implemented

ADVOCACY

Low awareness and understanding of sustainable consumption

Inadequate accessible information

CONSUMER BEHAVIOR

Changing consumer youth behavior

MARKET PARTICIPATION

Commitment of business on social and environmental responsibility

Limited sustainable products and services

MOVING FORWARD

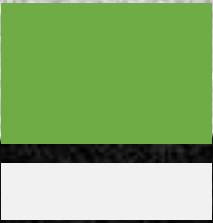


- *Integration of Consumer Protection and Sustainable Consumption and Production in the Education Curricula*



- More partnership with consumer organizations, academe, business, and other relevant stakeholders

THANK YOU



DTI Consumer Care