

SUSTAINABLE CONSUMPTION 101: YOUR ULTIMATE GUIDE TO SUSTAINABLE LIVING

Inspiring Lessons from the Philippines

A GUIDEBOOK PREPARED BY STUDENTS FROM THE UNIVERSITY OF THE PHILIPPINES DILIMAN



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PREFACE

The Philippines is an archipelagic country with more than 7,000 islands in tropical Southeast Asia. The island nation spans 300,000 square kilometers and is home to more than a hundred and ten million Filipinos. The country relies mostly on agriculture, with its manufacturing and service sectors booming in light of economic growth. Aside from food exports from agriculture, the country's economy boasts its tourism and business outsourcing sectors as crucial influences. Before the pandemic in 2020, the Philippines stood as the world's 34th largest economy (Deshpande, 2019).

The Philippines is also rich in natural resources. The country being in the tropics is suitable for growing crops year-round, whose primary yields are rice, maize, coconut, sugarcane, among others, which contribute significantly to the economy while feeding the population. Also, the Philippines has the fifth longest coastline among all countries. The nation belongs to the Coral Triangle in western Pacific that hosts notably high diversity of marine life, allowing the fisheries sector to thrive. Moreover, another major asset of the country is human resources, which serves in almost every sector in society, including those in other countries.



The Philippines is also among the mega-diverse countries, which is home to endemic and endangered flora and fauna including the Philippine tarsier (*Carlito syrichta*), Philippine eagle (*Pithecophaga jefferyi*) and the giant flower *Rafflesia*. Illustrations from Canva

The latest World Risk Index report (2022) revealed that the Philippines is the topmost vulnerable country when it comes to disasters. In light of climate change, different areas of living are at stake. Without action, we are yet to experience reduction in crop yields threatening food security in the future. We are also yet to face water stress. Our coral reefs may die as global heating continues. Rising sea levels may inundate low-lying areas, limiting the spaces for food, shelter and other essential resources. These threats are even further influenced by wrong consumption practices that hurt the environment—our source of natural resources.

To meet the demands of a growing population and a changing economy, the country must make the best out of its natural resources. However, it should not come at the cost of the environment. To allow nature to regenerate and sustain the resources we and the future generation need, we must be aware of our own consumption practices. Here, we need to recognize where we went wrong, unlearn past behaviors and correct them with sustainable practices and decisions.



To ensure a healthy future for the future generations, we aim to inspire our fellow Filipino youth and their families to apply decisions and practices for sustainability. We highlighted unique Filipino examples that were implemented or are currently being implemented in different parts of the country. We divided this guidebook into ten key areas of living: **food, water, health and hygiene, clothing, shopping, energy and electronics, transport, spaces, wastes, and community impact**. Also, for every key area, we integrated three levels of action for the Filipino youth: what one can do on their own, what one can do in their school, and what one can do in their community.

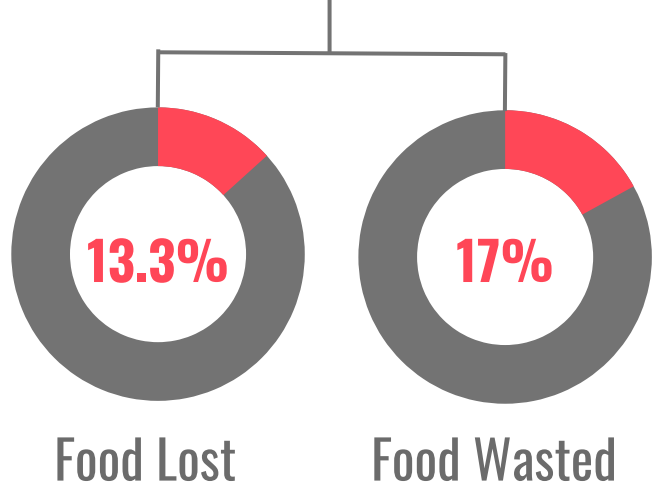
Our hope for a sustainable future remains.



REDUCE FOOD LOSS AND WASTE

TOO MUCH FOOD IS BEING LOST OR WASTED IN EVERY COUNTRY

Approximately **40%** of the world's food is **lost or wasted**.



The per capita food waste generation in Philippine households is **82 kg/cap/year**.

However, an estimated

59 million Filipinos

are considered **food insecure** pre-pandemic.



Food security and nutrition



are linked to the issue of food **losses and waste**.



WHAT ONE CAN DO:

SUPPORT OUR FARMERS!

Buy locally grown fresh produce.

- reduces food losses and waste.
- cuts down on carbon emissions.
- saves money as prices are set at the farm gate.

- reduces the use of food packaging.
- prevents leftovers from becoming food waste.

WHAT ONE CAN DO IN SCHOOL:

INVEST IN REUSABLES!

Bring reusable carry-out containers.



WHAT ONE CAN DO IN THE COMMUNITY:

GROW YOUR OWN FOOD!

Set up a communal garden.



- breaks the dependency on mass produced fruits and vegetables.
- provide access to fresh, healthy, and locally grown produce.
- fosters a sense of community.



SAVE WATER

RISING TEMPERATURES AND POPULATION GROWTH PUT OUR WATER RESOURCES AT RISK!

Rising global temperatures can lead to

WATER DEPLETION

in many regions of the world

The growing population also threatens

WATER SECURITY

Without any action, the Philippines is yet to become the

57TH

most water-stressed country in the world by **2040**.



WHAT ONE CAN DO:

RETHINK WATER USE HABITS!

Filipinos have unique ways to save water.

- pail and dipper use in taking a bath saving more water than shower use
- collected rainwater from roof edges used in cleaning or gardening
- turning the faucet tap off while brushing teeth

- reduces the amount of water used for drinking and washing glasses.
- makes it an economical alternative to purchasing water bottles.
- promotes a culture of sustainability in schools.

WHAT ONE CAN DO IN SCHOOL:

ADVOCATE FOR TUMBLER USE!

Bring your own tumbler.



WHAT ONE CAN DO IN THE COMMUNITY:

MAKE THE MOST OUT OF THE RAIN!

Invest in rainwater harvesting facilities.

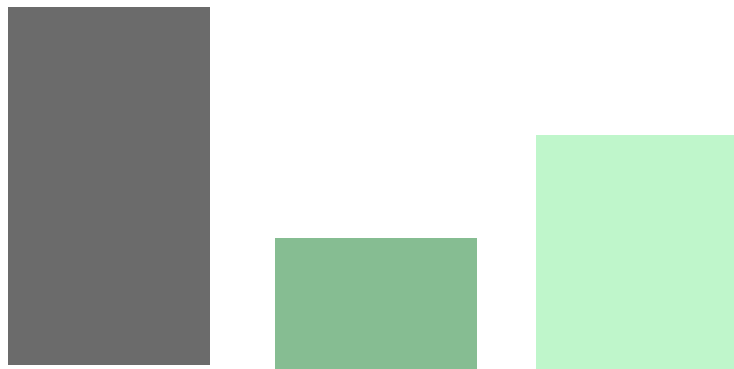
- offers an alternative and backup solution for water supply.
- conserves water resources.
- saves money on water bills.
- helps in reducing flooding.



DEMYSTIFY HEALTH INFORMATION AND MAKE HEALTHCARE ACCESSIBLE TO THE MASSES

THE STATE OF THE HEALTH SYSTEMS IN THE PHILIPPINES DIFFERS DRASTICALLY ACROSS SECTORS

There is a **huge disparity** in the levels of knowledge and accessible products and services



in the private and public sectors.

The Philippines **is not lacking** in well-trained and high-caliber health professionals.



However, healthcare remains

INACCESSIBLE

to the Filipino masses.



WHAT ONE CAN DO:

DO YOUR OWN RESEARCH!

Look into reusable or more responsible alternatives for your individual health essentials.

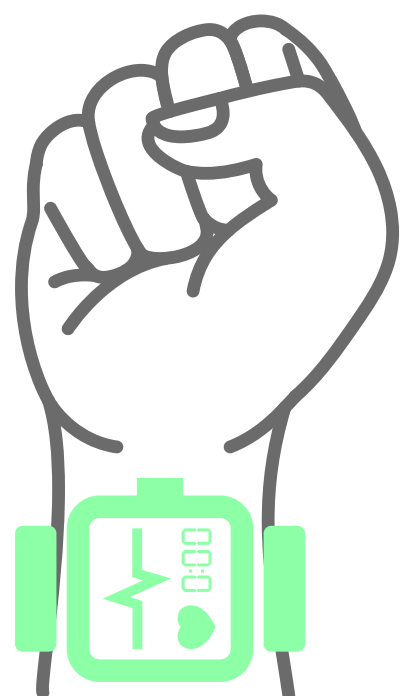
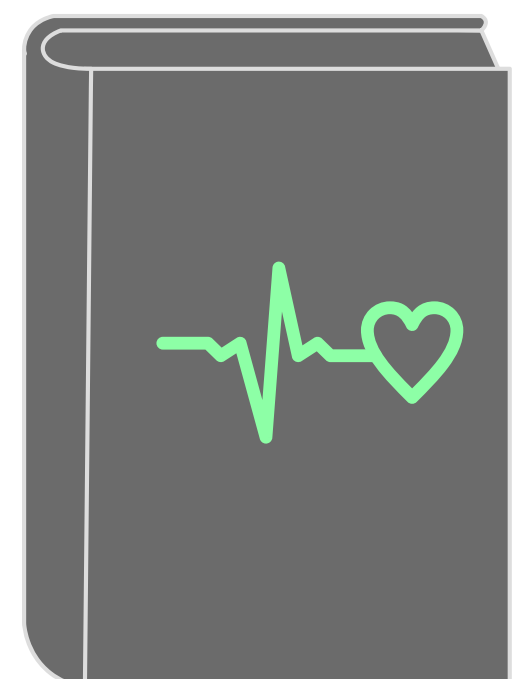
- reduces waste.
- conserves resources.
- saves money.
- promotes a healthier and more sustainable lifestyle.

- improves health literacy.
- enables students to make informed health decisions.
- leads to less wasteful consumption of unnecessary or ineffective health solutions.

WHAT ONE CAN DO IN SCHOOL:

ADVOCATE FOR PROPER HEALTH EDUCATION!

Push for a nuanced and detailed Health curriculum.



WHAT ONE CAN DO IN THE COMMUNITY:

ADVOCATE FOR IMPROVED PUBLIC HEALTHCARE SYSTEMS!

Lobby for better public healthcare systems, facilities, and services.

- pushes leaders to prioritize public health.
- leads to better and more accessible healthcare services.
- helps improve the overall health of the population.



START SLOW FASHION TRENDS AND REDUCE THE NEGATIVE IMPACTS OF THE FASHION INDUSTRY

THE FAST FASHION INDUSTRY IN THE PHILIPPINES CONTRIBUTES TO EXCESSIVE CLOTHING WASTE.

Since 1991, the country's **IMPORTATION** of clothing items has



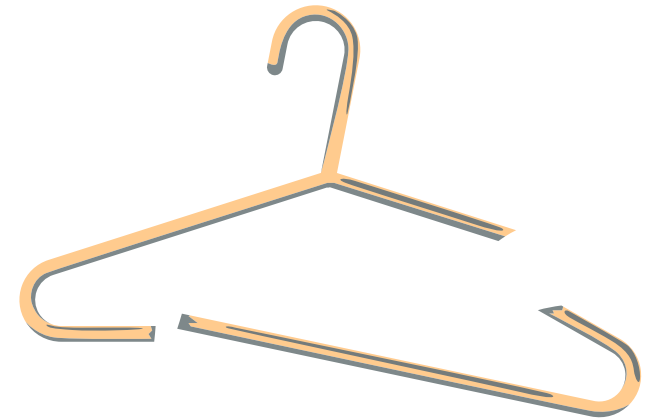
increased **EXPONENTIALLY**.

Yet the global index for clothing **UTILIZATION** has been



DECREASING STEADILY

In 2017, **60%** of millennial Filipinos



have thrown away an item of clothing **after only 1 use.**



WHAT ONE CAN DO:

DON'T BUY BRAND NEW!

Buy 2nd-hand clothes from Ukay-ukay (thrift) shops.

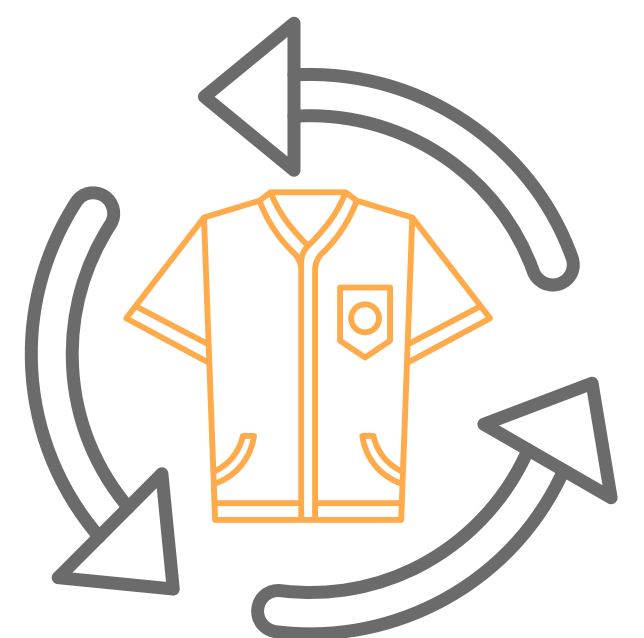
- provides an affordable option for your clothing needs.
- provides an alternative source of income for others.
- promotes circular economy in the fashion industry.

- limits clothing disposal.
- offers a cost-effective alternative for buying uniforms.
- promotes the culture of responsible consumption among students.

WHAT ONE CAN DO IN SCHOOL:

PROMOTE SUSTAINABLE CLOTHING!

Set up a second-hand school uniform drive.

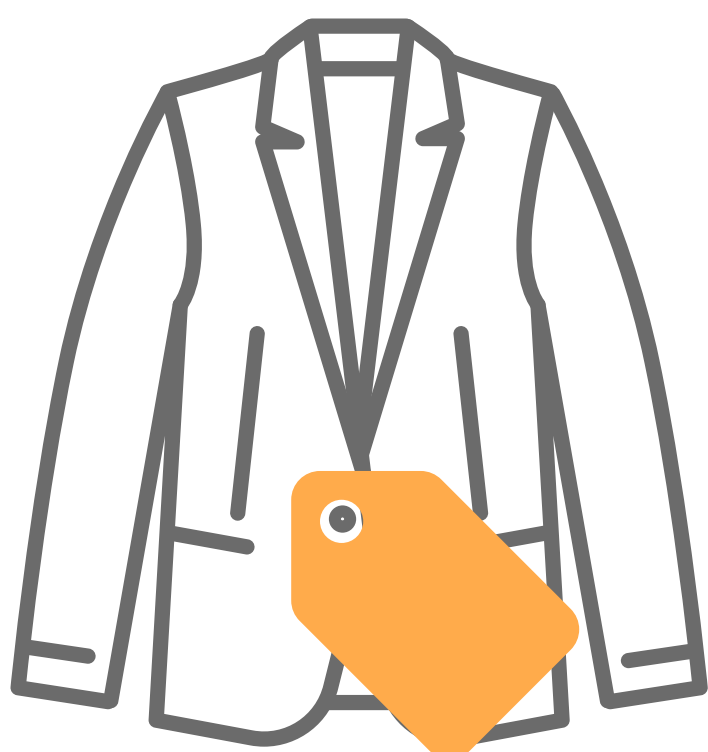


WHAT ONE CAN DO IN THE COMMUNITY:

RESTRAIN THE UNNECESSARY DISPOSAL OF CLOTHES!

Initiate a community garage sale

- contribute to the effort of ending the destructive fast fashion cycle.
- fosters a sense of community.





LIMIT ONE'S MINDLESS SHOPPING AND ENCOURAGE FILIPINOS TO BECOME RESPONSIBLE CONSUMERS

THE CONVENIENCE OF ONLINE SHOPPING HAS DEVELOPED MINDLESS CONSUMER HABITS AMONG FILIPINOS

The cheap prices and convenient delivery methods offered by e-commerce sites



have made it **IMPOSSIBLE** for Filipinos to avoid

in 2021 alone, the PH e-commerce industry earned **\$17 billion**,



which is attributed to **73 million** active users in the country.

The rise of online shopping has likewise brought in a phenomenal volume of



PLASTIC WASTE



WHAT ONE CAN DO:

DO YOUR OWN RESEARCH

Buy from local brands that exhibit sustainable practices

- DYOR can help shut down impulsive buying decisions.
- Encourages consumers to get to know the businesses they are buying from
- Helps consumers find local alternatives that are more environmentally responsible

- Mindful consumer habits should be learned at the school level
- Helps combat mindless purchasing
- Teaches students to become conscious and responsible consumers

WHAT ONE CAN DO IN SCHOOL:

START A CLUB!

Create a space where students and teachers can learn mindful consumer habits



WHAT ONE CAN DO IN THE COMMUNITY:

START A PLASTIC PACKAGING DRIVE IN YOUR COMMUNITY

Incentivize the proper disposal of online shopping wastes



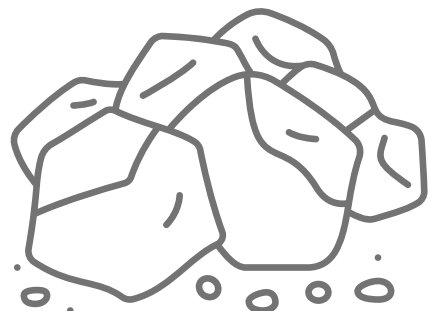
- Helps improve the local environment
- Increases the community's awareness regarding the proper disposal of various types of packaging
- Involve the youth to ensure the initiative's longevity



REDUCE HOUSEHOLD ENERGY CONSUMPTION AND E-WASTE GENERATION

RESIDENTIAL ENERGY DEMAND AND ELECTRONIC WASTE GENERATION ARE RAPIDLY INCREASING

Coal remains the **primary source of energy** in Filipino homes



accounting for **57.2 %** of the total power generated in 2020.

In 2019, the world generated

53.6 million metric tons

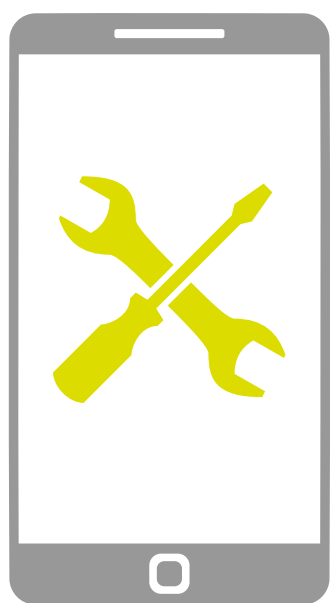
of electronic waste.

ONLY **17.4%** of this is properly collected and recycled.

The Philippines is the **THIRD**



highest e-waste producer in Southeast Asia.



WHAT ONE CAN DO:

PRIORITIZE REPAIR OVER TRENDS!

Repair if possible, do not replace device immediately.

- reduces electronic waste.
- helps conserve valuable resources.
- results in cost savings.

WHAT ONE CAN DO IN SCHOOL:

- provides convenient and accessible disposal for students.
- promotes responsibility and accountability for proper disposal.

IMPROVE E-WASTE COLLECTION!

Set up e-waste drop-off points.



WHAT ONE CAN DO IN THE COMMUNITY:



INVEST IN ENERGY EFFICIENCY!

Encourage efficient appliance purchases.

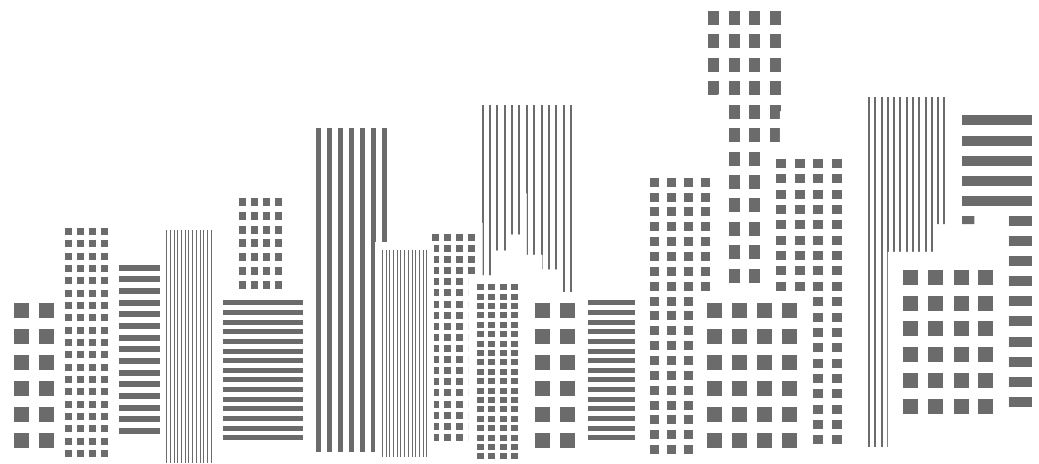
- lowers electric bills.
- reduce the demand for energy.
- increases the demand for sustainable products.



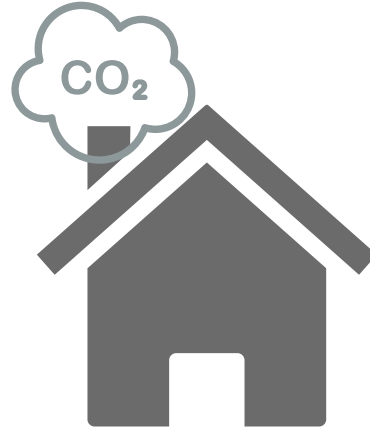
SUSTAINABLY OPTIMIZE THE USE OF AVAILABLE SPACES

BUILT ENVIRONMENTS DOMINATE THE AVAILABLE SPACES IN THE COUNTRY

MAJORITY of Metro Manila is already covered by BUILT STRUCTURES.



During construction, a typical two-bedroom house produces



80 TONS OF CO2

Only 12% of the region's coverage is considered as green or open spaces.



*Plantito" = Plant+Tito (Uncle), "Plantita" = Plant+Tita (Auntie)

WHAT ONE CAN DO:

EMBRACE YOUR INNER PLANTITO/PLANTITA*!

Plant indoors.

- remove VOCs from indoor air.
- improves the overall air quality inside your home.
- helps in reducing mental fatigue and increases relaxation.

- encourages collaboration and boosts productivity.
- enhances the versatility and functionality of school spaces.
- foster creativity and innovation among students.

WHAT ONE CAN DO IN SCHOOL:

OPTIMIZE SCHOOL SPACES!

Introduce shared spaces.



WHAT ONE CAN DO IN THE COMMUNITY:

BREAK THE MOLD!

Advocate for the sustainability and resiliency of built environments.

- pushes leaders to prioritize the creation of more livable and inclusive communities.
- helps mitigate the impact of climate change.



EXPLORE OTHER MEANS OF TRANSPORTATION AND MAKE USE OF MOTORIZED TRANSPORT IN A MORE SUSTAINABLE MANNER

THE TRANSPORTATION SECTOR PLAYS A HUGE ROLE WHEN IT COMES TO AIR POLLUTION

in the Philippines, **8.96 million** people ride jeepneys everyday

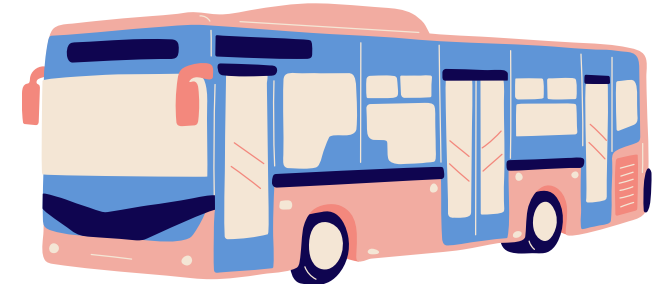


the Philippine transportation sector generated

27.4 million tons

of carbon dioxide in **2020** alone

1.87 million Filipinos ride buses daily



WHAT ONE CAN DO:

MAKE EACH TRIP COUNT

Plan your trips wisely and commute with friends through carpooling.

- decreased fuel costs
- less cars on the road also means less carbon emissions
- accomplish a lot in a single drive: saves time and energy

- an active lifestyle improves physical and mental health
- added mobility in our cities
- reduced air pollution and carbon emissions

WHAT ONE CAN DO IN SCHOOL:

GET MOVING

Try active transportation.

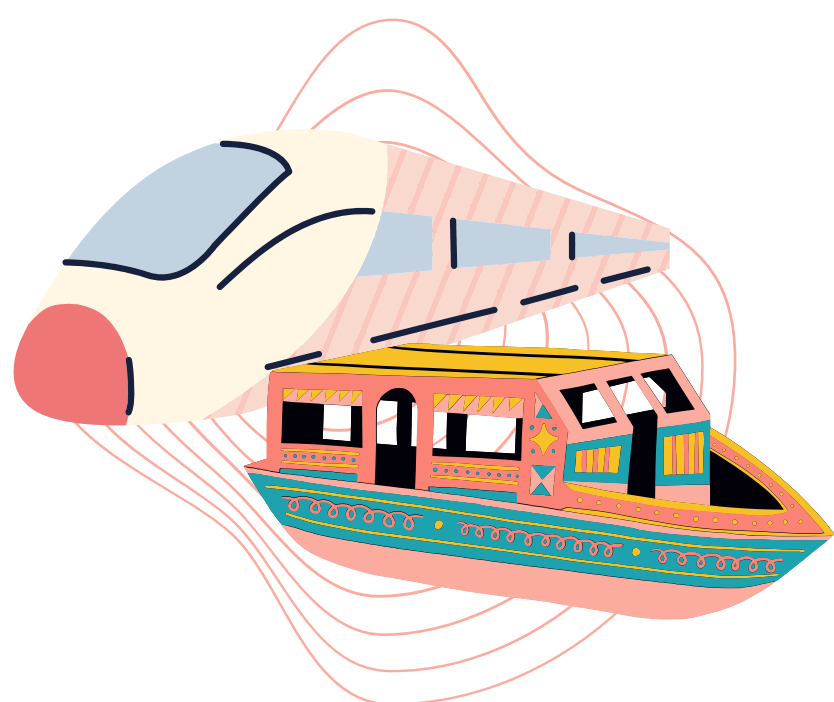


WHAT ONE CAN DO IN THE COMMUNITY:

GIVE ALTERNATIVES A CHANCE

Go explore other public transportation options!

- helps to decongest our roads and highways
- can generate faster routes
- avoid traffic





REVISIT PRACTICES AND DECISIONS TO REDUCE WASTE

UNMANAGED WASTES POSE THREATS TO ENVIRONMENT AND PUBLIC HEALTH



In 2020, the Philippines generated

21 MILLION TONS of solid waste.



Population growth = Increased consumption = More wastes

Unmanaged waste landfills can...

- produce methane that damages air quality,
- leak toxic materials into the soil or waterways that threaten nature and human health.



WHAT ONE CAN DO:

REFUSE, REPAIR, RETHINK.

It's more than reuse, reduce and recycle!



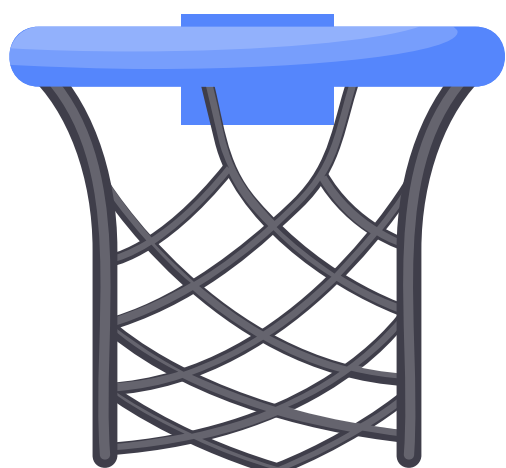
- refuse to consume what you do not need at all
- repair damaged devices first before deciding to replace them
- rethink habits or decisions to reduce or eliminate wastes

- incentivizing recycling can encourage students to act
- waste segregation should become a habit, not a task
- reduce dependence on paper, if possible

WHAT ONE CAN DO IN SCHOOL:

RAISE WASTE AWARENESS.

Promote waste management and recycling!

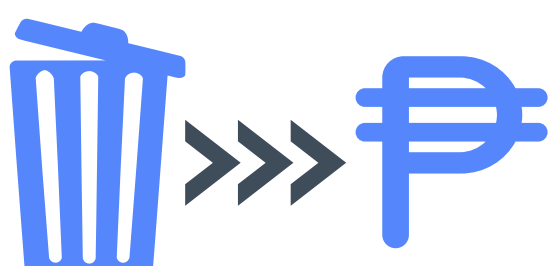


WHAT ONE CAN DO IN THE COMMUNITY:

REDESIGN WASTE MANAGEMENT!

Make waste segregation convenient and exciting!

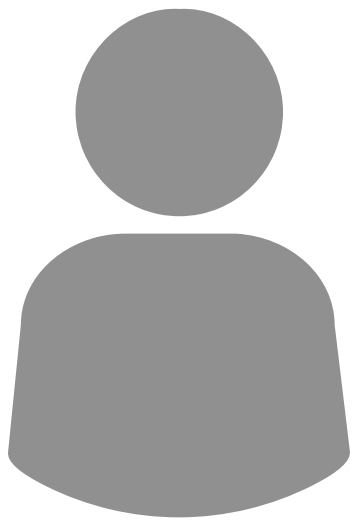
- Filipinos love basketball, trash bins can be transformed into hoops where they can shoot their trash.
- Enable more recycling opportunities where trash can be exchanged for cash (trash-to-cashback)



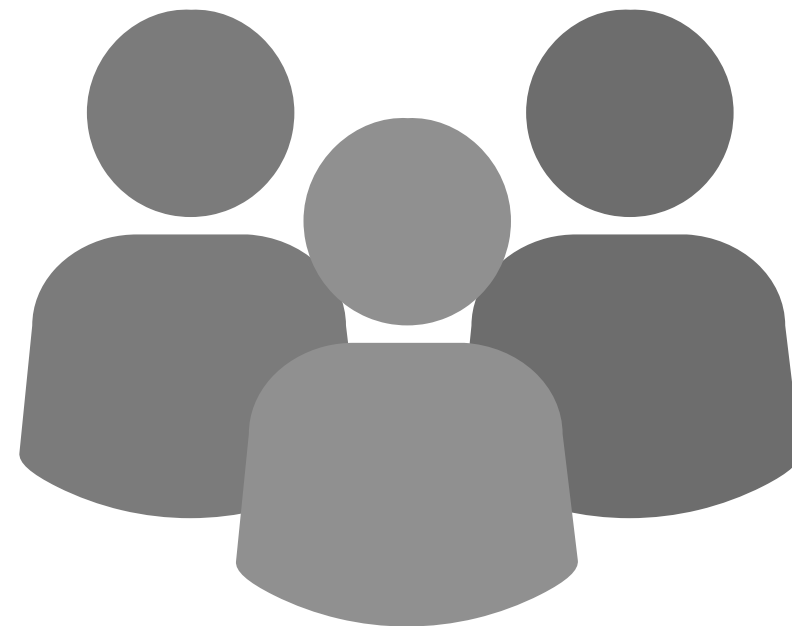


MAKE SUSTAINABLE LIVING ATTRACTIVE AND ATTAINABLE FOR THE NEW GENERATIONS

A SUSTAINABLE FUTURE CAN ONLY BE ACHIEVED THROUGH COLLABORATIVE EFFORT.



INDIVIDUALLY,
by **changing our habits**
and **giving our own best effort,**
we have little impact on the overall usage
and consumption of our communities.



There is **so much more** we can
achieve if we work
TOGETHER.



WHAT ONE CAN DO:

START WITH YOURSELF

Build a solid foundation for your own
sustainable habits and routines!

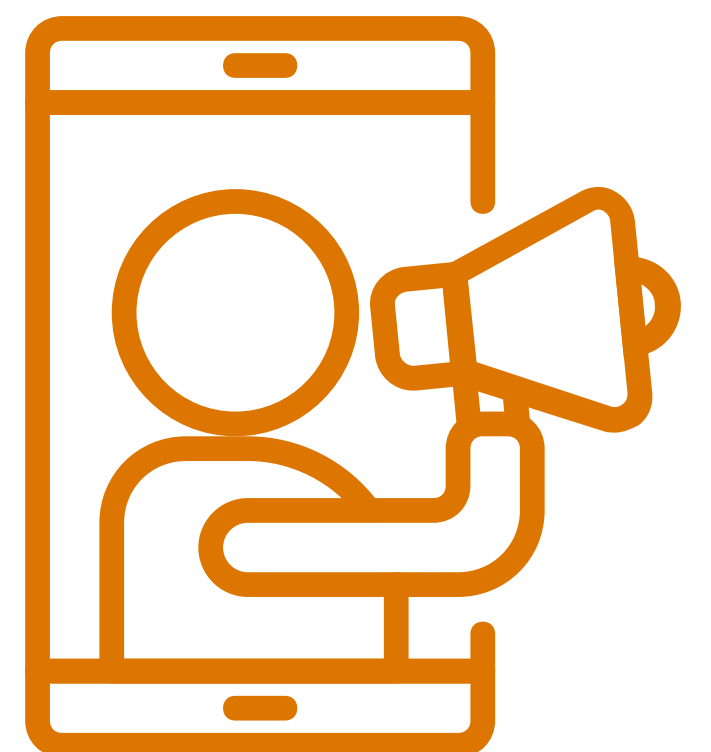
- This guidebook contains many different resources and examples that you can use as starting points to begin your own sustainability journey
- Do your own research and curate a sustainable lifestyle that is best for YOU

- The youth are more incentivized to act when their peers are following similar practices
- Influence your classmates, orgmates, and friends to go for the sustainable options in their everyday choices!
- Build a community around sustainability and keep each other accountable

WHAT ONE CAN DO IN SCHOOL:

ENTER YOUR #INFLUENCER ERA!

Get your peers into sustainable living!



WHAT ONE CAN DO IN THE COMMUNITY:

BE AN ACTIVE AND VOCAL CITIZEN

Play an active role in the pursuit of
sustainability in your community!

- During elections, campaign and vote for candidates who promote sustainability through their platforms on environment, production, and education
- Participate in town halls and public consultation to lobby for better, more accessible public systems that minimize wastefulness and maximize efficiency!

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Para sa bayan! (For the country)

ABOUT THE AUTHORS



Sofia ATIENZA
BA Art Studies
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Hi there! I am Sofi from the UPD College of Arts and Letters. I joined the exchange to learn more about sustainability within the context of not only my country but also my community. Being able to work with fellow students and form a multi-disciplinary team was a very fruitful experience as it allowed all of us to view the topic from multiple perspectives, which in turn allowed us to achieve our shared goal of creating a guidebook about sustainable living.

Shekinah Joy CRUZ
BS Civil Engineering
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Hello! I'm Sheki from the UPD Institute of Civil Engineering. As an engineering major who has been exposed to a lot of technical engineering concepts and methodologies in the past few years, I found it refreshing to work with a well-rounded group of people from various fields with the common goal of highlighting sustainable practices in the Philippines. Through this, I have discovered that it is indeed possible for different industries to work hand-in-hand and ultimately spark change towards sustainability.



Andre Jacques FALLARIA
BS Biology
University of the Philippines Diliman

Hey there! I'm Jaxx by the way. I'm a self-proclaimed 'multi-passionate' person in love with nature. I joined the exchange to further widen my advocacy for sustainability and learn from mentors and fellow teammates. In making this guidebook, I discovered so many unique sustainable practices and actions that Filipinos take to save the environment that the future generations will inherit. Indeed, the Philippines is still worth saving for!

Alfred Gregor GALGAO
BS Civil Engineering
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Hi, I'm Alfred. Initially, I was unsure about the skills and perspectives aspiring engineers like myself could offer in developing SDG-oriented consumption practices. This uncertainty sparked my interest in joining the project. Interestingly, what motivated me was not the final output itself, but the opportunity to see how different disciplines can collaborate to solve a problem. Through this experience, I've learned that engineering alone cannot address the problem of unsustainable consumption. Therefore, it is essential to collaborate with other fields and even go beyond the confines of one discipline to gain a broader perspective on the problem. This will enable one to come up with appropriate solutions or at least find workable measures that will lessen the complexity of the problem.



Lea Julianne ZARZA
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Hello all, I'm Lea! I'm passionate about many things including psychology, mental health, and the arts, but most of all, learning - which is ultimately why I decided to join this exchange program. While the process was not always the easiest or smoothest, I'm so grateful for this opportunity because it allowed me to work with and learn from my fellow students and mentors from different academic concentrations. I hope this guidebook can be an accessible resource for the Filipinos to realize that there is so much we can all do to make our lifestyles more sustainable for us and for the future.



Our hope for a sustainable future remains.