

Chapter 8

Ecolabeling Program and Green Procurement Policy Pilot Project

8 Ecolabeling Program and Green Procurement Policy Pilot Project

8.1 Background and Objectives of the Pilot Project

8.1.1 Background of the Pilot Project

The continuous development of policies and systems that aims to care for the environment and the creation of effective instruments for their implementation is a major responsibility of the government. Standard of the ISO (International Standard Organization) 14000 series are concerned with complex environmentally oriented management, which includes ecolabeling (ISO14024).

When Republic Act No.9003 known as the “Ecological Solid Waste Management Act of 2000”, was approved on 26 January 2001, the ecolabeling program (ELP) of the Philippines was given a legal basis. Article 4 of Section 27 states that “DTI shall formulate and implement a coding system for packaging materials and products to facilitate waste recycling and reuse.” But prior to this, the Department of Trade and Industry (DTI), through its Bureau of Products Standards (BPS) and the Private Sector Participation in Managing the Environment – Environmental Management System Module (Prime Module 3), already adopted a plan for the development of the National Products ecolabeling program.

Clean and Green Foundation Inc. (C&GF) was designated as secretariat of the ELP through a Memorandum of Agreement signed by the members of the ELP Board, headed by BPS-DTI and Environmental Management Bureau of the Department of Environment and Natural Resources (EMB-DENR), last 7 March 2001. The ecolabeling program in the Philippines intends to guide consumers to choose products that are environmentally sound; to encourage manufacturers to adopt processes and supply products that have less adverse environmental impacts; and to use the label as a “market based instrument” to complement the government’s environmental policy.

Meanwhile, the government being the largest single buyer and property manager can have a significant impact on the economy. Being under constant public scrutiny, especially on its purchases, the government should lead green purchasing. With its considerable influence on corporate decisions and public perception, the government can act as the driver for environmentally preferable products and services.

Rule XII, Section 2 “Environmentally Preferable Purchasing” of the Implementing Rules and Regulations of R.A. 9003 specifically states that “all government personnel shall seek to reduce the environmental damages associated with their purchases by increasing their

acquisition of environmentally preferable products and services to the extent feasible, consistent with price, performance, availability and safety considerations. Responsibility for environmentally preferable purchasing shall be shared among the program, acquisition and procurement personnel of government agencies.” As stipulated by R.A 9003, BOI decided to adopt greening of the procurement as part of integrating environmental concerns in policy and encourage to expand environmental labeling, e.g ecolabeling.

8.1.2 Objectives of the Pilot Project

The project aims to empower the secretariat of the ELP and relevant organizations to accredit the first ecolabeled products, establish organizational and methodological framework and details for ecolabeling program, and increase consumers’ awareness towards ecolabeled products, and to empower BOI to promote green procurement policies through BOI’s ISO 14001 certification and green procurement policy development.

8.2 Ecolabeling program

8.2.1 Structure of Pilot Project Implementation

To implement smoothly the ecolabeling program pilot project, a structure of implementation was established as following a table, which identified each role of relevant parties. Clean & Green Foundation Inc. is implementing body of the ecolabeling program pilot project, and assisted by the relevant parties such as BOI/DTI, BPS/DTI, EMB/DENR, ITDI/DOST, LLDA and PEZA, and supported technically and financially by EPIC and the JICA

Table 8.2.1 Structure of Implementation

Party	Role
C&GF	<ul style="list-style-type: none"> ➤ Overall coordination and management ➤ Preparation of the workshop (logistics) ➤ Establishment of institutional procedure for the ecolabeling program ➤ Preparation of product criteria ➤ Accreditation of the first ecolabeled product ➤ Information campaign on ecolabeling program (one seminar and leaflet dissemination) ➤ Preparation of the resource center
BPS/DTI	<ul style="list-style-type: none"> ➤ Attending technical committees on product criteria for ecolabeled products
EMB/DENR	<ul style="list-style-type: none"> ➤ Support to awareness campaigns on the ecolabeling program
LLDA	<ul style="list-style-type: none"> ➤ Support to awareness campaign on the ecolabeling program ➤ Discussion on green procurement policy
PEZA	<ul style="list-style-type: none"> ➤ Support to awareness campaign on the ecolabeling
EMPOWER	<ul style="list-style-type: none"> ➤ Preparation of the workshop (program) ➤ Financial and technical support for collection of information about ecolabeled product criteria, awareness campaign, and resource center ➤ Dispatch of Japanese experts on training and advice on guidelines for

Party	Role
	operation of ecolabeling program, product criteria, application review ➤ Coordination with Japan Environment Foundation (secretariat for Japanese ecolabeling program and Global ecolabeling Network)
EPIC	➤ Financial and technical support for activities not covered by EMPOWER
Steering Committee	➤ Confirmation of overall planning of the pilot project ➤ Monitoring and evaluation

8.2.2 Project Components

The ecolabing program pilot project has the following components:

- (1) Establishment of the steering committee
- (2) A workshop on ecolabeling program and green procurement policy targeting ELP body
- (3) Preparation of a strategic plan on the establishment of the ecolabeling program
- (4) Preparation of guidelines for ecolabeling program operation
- (5) Development of product criteria for two product categories
- (6) Promotion of application and accreditation of the first ecolabeled product
- (7) Awareness campaign on the ecolabeling program
- (8) A seminar on ecolabeling program and green procurement policy targeting government organizations and product suppliers

8.2.3 Outputs of the Pilot Project

The ecolabeling program pilot project aimed to develop and disseminate the ecolabeling program in the Philippines by supporting the secretariat. The Study Team and C&GF expected following results under the EMPOWER Project in order to secure necessary mechanism and/or system for keeping the sustainability of the ecolabeling program in the Philippines.

- (1) A master plan on the establishment of the ecolabeling program is adopted;
- (2) Product criteria are developed for tow product categories;
- (3) System for accept applicants for ecolabeled products is established;
- (4) The first ecolabeled product is accredited; and
- (5) Awareness of consumers and industries toward ecolabel is increased.

8.2.4 Pilot Project Implementation Schedule

The ecolabeling program pilot project was carried out from December 2002 to August 2003 as shown in Table 8.2.2.

Table 8.2.2 Implementation Schedule

Date	Project Activities
Dec 2002	<ul style="list-style-type: none"> • Adopted the product criteria for tissue paper and detergents • 2 day workshop for ELP body • Preparation of guidelines for operation of the ecolabeling program
Jan. 2003	<ul style="list-style-type: none"> • Commencement of accepting applications for ecolabeled products • Examination of the application
Feb 2003	<ul style="list-style-type: none"> • Announcement of accredited products • Preparation of awareness campaign for ecolabeling program • Discussion on product criteria for household batteries and plastic packaging
March 2003	<ul style="list-style-type: none"> • Launching event
June 2003	<ul style="list-style-type: none"> • Exhibition of the ecolabeling program at the event held around the World Environment Day
July 2002	<ul style="list-style-type: none"> • Finalization of product criteria for household batteries and plastic packaging
Aug 2003	<ul style="list-style-type: none"> • Adoption of the product criteria for household batteries and plastic packaging • Announcement of the above product criteria

8.2.5 Establishment of the ecolabeling and Green Procurement Steering Committee

C&GF and BOI organized an ecolabeling and green procurement steering committee comprised of about 10 relevant parties. The steering committee meetings were held three times during December 2002 and March 2003 in order to discuss the overall activities and schedule of the project, workshop/seminar plans, and other related topics.

(1) The Steering Committee Members

The steering committee members were designated by C&GF and BOI, taking into account relevant parties such as the EMPOWER Steering Committee and ELP body, which is comprised of ELP secretariat/Administrator (C&GF) and ELP Board (BPS/DTI, EMB/DENR, Dept.of Energy, National Consumer Affairs Council/DTI, Citizen Alliance for Consumer Protection, CGFI, PBE, Development Academy of the Philippines, Office of the

Secretary/DOST), ELP Technical Committee (representative from academe, industry associations, environmental consultants, research organizations, government organizations and laboratories), and ELP Technical Working Groups.

Table 8.2.3 List of the Steering Committee Members

Party	Status
BPS/DTI	Government Agency
ITDI/DOST	Government Agency
PEZA	Government Agency
LLDA	Government Agency
PBE	NGO
BOI	Government Agency
C&GF	ELP secretariat
Sagip Environment	Private Consultant Company

Every member emphasized the importance of EMB/DENR’s presence to the steering committee meetings. Although the invitations were sent to the office, they were not present in all meetings. However, EMB’s project officer and the official representative for the ecolabeling program have been attending the ELP Board and Technical Committee meetings, therefore EMB/DENR has been updated about the activities of the ecolabeling program.

(2) Discussion and Approval in the Steering Committee Meeting

Table 8.2.4 Summary of the Steering Committee Meetings

Date	Topics
1 st steering committee 17 January 2003	<ul style="list-style-type: none"> • Background on the ecolabeling program • The Technical Specification (project components, expected results, etc) for the ecolabeling program under the EMPOWER Project • Role of the Steering Committee • Report on the criteria for synthetic laundry detergents and tissue paper products already established and next product categories for criteria development (household batteries, and paper packaging) • Report on the workshop last 13 December 2002

Date	Topics
2 nd steering committee 10 February 2003	<ul style="list-style-type: none"> • Review and approval of the 1st steering committee meeting minutes • Discussion of Green Choice Guidelines for Application for Green Choice Certification • Development of product criteria for household batteries and packaging materials • Green Choice Philippines Launching • Update on Green Procurement Policy of BOI
3 rd steering committee 3 March 2003	<ul style="list-style-type: none"> • Review and approval of 2nd steering committee meeting minutes • Presentation of Draft Guidelines, Application Form and Contracts • Result of Audits conducted with Two applicants to Green Choice Philippines • Green Choice Philippines Launching on 10 March 2003

The above minutes of meetings are represented in the Annex 6.1.

The steering committee has already complied with the requirement mentioned in the Technical Specification under the EMPOWER Project and the meeting will just be organized if it is necessary.

8.2.6 Workshop on ecolabeling program and Green Procurement Policy

The workshop on the ecolabeling program and green procurement policy was held at Asian Institute of Management on 13 December 2002, and the second-day workshop at the office of C&GF on 14 December 2002.

The Workshop aims to enhance capacity of ELP body to set product and establish a mechanism to promote development and marketing of ecolabeled products through providing useful information on these issues. Likewise, it aims to increase understanding of power of green procurement policy by both public and private sectors and encourage the public and private sectors to adopt the green procurement policy, and stimulate product suppliers to develop and market products with less environmental impact such as ecolabeled products.

(1) First Day Workshop

1) Attendees

A total of 50 people participated; 32% came from the government (DOST, DTI/BOI and BPS), 12% each from the industries and academic institutions, 22% from the NGO (Clean and Green Foundation and consumer group) and media (Business World) and the rest from the projects (the JICA Study Team and EPIC). The list of attendees is attached in the Annex 6.2.

2) Topics

The first workshop was conducted based on the program shown below.

Resource Speaker: Mr.Seiji Taguchi	
Time	Topic
8:00	Registration
8:45	Welcome address and orientation Director Jesus L. Motoomull Bureau of Product Standards, Department of Trade and Industry
9:00	Lessons learned from Eco Mark in Japan and the ELP in other countries
10:00	Coffee Break
10:30	Mechanism of ecolabeling program in Japan (ISO standards, establishment of green purchasing network, green procurement policy and Eco Mark)
12:00	Lunch
13:00	Discussion on preparation and dissemination of green procurement policy and establishment of green purchasing network in the Philippines
14:30	Coffee Break
15:00	Concept of accreditation criteria for ecolabeled products and life cycle consideration
16:30	Evaluation and summary of workshop
16:45	Awarding of Certificates, Clean and Green Foundation Inc.
17:00	Closing Remarks Ms. Leonor D. Abella, Member, ELP Technical Committee

Mr.Seiji Taguchi, the Director General of Japan Environmental Association (JEA) presented the following 8 topics on ecolabeling program to the participants.

1. Diffusion of Type I Labels

He presented a brief overview on the situation of ecolabeling around the world, enumerating all existing programmes. He emphasized that the successful programs have a common denominator – government sustenance on the onset until the sustainability is achieved. However Japan’s Eco Mark and the Environmental Choice program of New Zealand and Australia are private-owned initiative, but doing well because of the program’s credibility.

2. Development of Eco Mark

The office structure and budget, the program, certification procedure and promotional activities were presented.

3. Some Factors for the Current Success

The trend of product categories and certified products were explained. It is noted that Eco Mark was not affected by the economic recessions, and success is attributed to transparency and globalization of the program (establishment of ISO/TC207 and the Global ecolabeling Network), and expansion of green procurement movement in Japan that was encouraged by the government.

4. Role of Government

5. Law on Promoting Green Purchasing

6. Public Green Purchasing in Japan

He presented main information services – proliferation and promotion, and investigation and research of the Green Purchasing Network which was established in February 1996 to disseminate and promote the concept and practice of green purchasing among central and local governments, companies and consumers; provide useful information about green purchasing in practice and venues for exchanges of experiences and information among its members.

7. Survey on Market Share of Some Stationary Products

8. Accreditation Criteria and Life Cycle Consideration

The life cycle consideration system was presented. It is shown in a table listing 54 items of possible environmental impacts in the whole life stage of a product ranging from resource extraction to recycling through disposal. The criteria and requirements of Eco Mark certification of copier and paper printed matter were discussed.

The seminar materials are collected in Annex 6.3.

3) Issues and Discussions

There were many questions raised, generally to clarify some points of the presentation. Some of the issues raised were the following:

1. There are no Eco Mark criteria for light bulbs because the study undertaken to determine the viability of labeling products showed no differences in the available kinds of light bulbs.
2. The Japanese government does not give any accreditation to JEA. The final factor that will determine success for an ecolabeling program is consumer's decision, but governmental support will contribute to the program.

3. JEA does not conduct tests, but it bases their evaluations on governmental laboratory report or self-declaration from the company in certain criteria.
4. JICA's interest in ecolabeling is due to its technical assistance through the EMPOWER project, no Japanese industry interest is involved. Eco Mark would like to assist the Philippine program because of a vision that Type I Ecolabels will commence with the same targets in the future, in every country in the world.
5. The factors that led to the change in fee structure of Eco Mark are the need to lessen the payment of small enterprises, and to accommodate the mutual recognition agreement with other programs. If mutual recognition is established, the importing country will recognize the Eco Mark and would only show the documents on their certification.
6. Eco Mark certifications are issued with a time limit, e.g. 2 years. JEA will send a notification of renewal to the company upon expiration date. Other programs have varying expiration.
7. JEA authorizes a company to use the Eco Mark label on certified products. A contract is drawn to ensure that the company complies with the use of label. A guideline is provided to the company on how and when to use the label. Otherwise, the license to use the label will be revoked.
8. Japanese government does not provide incentives for ecolabeling and the certification are market driven.
9. One Ecolabel is applicable only to one country, as specified in ISO14024. A mutual agreement may be made between countries in order to allow use of other ecolabels, or use a unified mark. In the future, a global symbol may be recognized.

4) Evaluation of the workshop

Twenty-two participants filled out feedback forms: 8 from the government, 7 industries, 3 academics and 4 from others. Based on their responses, the following topics are ranked according to their usefulness.

Table 8.2.5 Rank of Usefulness of the Participants in the Workshop

Topics	Government	Industry	Academic Institution	Others (media, contractors)	Total Responses/ Topic
Eco Mark Program of Japan	8	6	3	2	19
Ecolabeling Program of other countries	6	4	2	1	13
ISO Standards	3	1	1	0	5
Green Purchasing Network	7	4	3	3	17
Green Procurement Policy	8	5	2	4	19
Accreditation Criteria for Ecolabeled Products	8	6	3	1	18
Life Cycle Consideration	8	5	1	1	15

Table 8.2.6 Issues that Need Clarification or Improvement

Topics	Govt	Industry	Academic Institution	Others	Total Responses
Eco Mark Program of Japan	1				1
Ecolabeling Program of other countries	4		1		5
ISO Standards			1		1
Green Purchasing Network	4		1		5
Green Procurement Policy	5	3	1	1	10
Accreditation Criteria for Ecolabeled Products	5	2 (for tissue category)	1	2	10
Life Cycle Consideration	3		2	2 (more examples)	7

Their main comments are the following.

1. Have more discussions to know if such system in other countries is applicable in our country. Provide list of possible categories.
2. Since we have done tissue and detergent product category, let's have more information of other countries' experiences/stories, so that we can have a successful ELP.
3. Other personalities who are involved in the workshop, e.g. BOI and DBM people in charge of Green Procurement, should be invited (participation should be confirmed to have cleaner and deeper exchange of leanings).
4. Needs case studies of success stories and failures, and guidelines on green procurement.

Their comments and suggestions were generally positive and appreciative, which are presented in Annex 6.4.

(2) Second Day workshop

The second day of the workshop targeted the members of the secretariat of ELP and the topics focused on managing the ecolabeling program.

1) Topics

Topics discussed were the Eco Mark guideline, application procedures, rules and regulations of using the logo and fee structures. The materials on Eco Mark guidelines and regulations, certification materials, and some marketing materials were distributed for reference.

The topics are summarized as follows:

1. Eco Mark General Procedures

The organizational set up of Eco Mark is defined in the guidelines where JEA (Japan Environmental Association) acts as secretariat and administrator of the general affairs. The advisory body is Eco Mark Steering Committee in charge of planning, budget deliberation, and other important policies related the program, composed of experts on environmental conservation and specialists from administrative agencies consumer groups and relevant companies, Eco Mark Steering Committee responsible for selection of the Eco Mark product categories, establishment of certification criteria and other matters on operation.

2. Determining Eco Mark Product Categories

Interested parties such as producers submit proposal, and a political process considers the impact of products to the environment. The Eco Mark secretariat conducts hearings of surveys to the concerned parties in response to the nomination of a product and decides on the product categories for establishing product criteria.

3. Establishing the Certification Criteria

After the selection of the product category, the secretariat sets up a working group consisting of experts and concerned persons related to the selected product categories. The working group establishes the draft product criteria based on the product's life cycle. The process of developing the certification criteria for a product category normally takes 2 years before it can be applied for Eco Mark Program. The criteria apply to the product for 3 or 5 years and their revision or abolition may take place as necessary considering market trends and technological innovation.

4. Certification Procedures for Eco Mark Products

The applicant and/or manufacturer shall apply to the secretariat and through its product certification committee, the secretariat deliberates and approves the product based on the requirements set forth for product certification. The secretariat also asks a third party to examine the claims when necessary and requires the applicants to submit a written proof of the examination. Upon the completion of the requirements, the secretariat will issue the written notification of the results of the evaluation.

5. Eco Mark Fee Structure

Eco Mark fee is based on the retail price of the product while ecolabeling fees of other countries are mostly based on the volume of sale of a product. The Eco Mark program has no application and advertisement fees, but the applicant must shoulder the cost of any test incurred by the third party.

6. Guidelines of Using Eco Mark Logo

The Eco Mark logo can be used with the conditions shown in Annex 6.6.

More details on the topics are shown in Annex 6.5.

8.2.7 Preparation of Master (Strategic) Plan on the ecolabeling program

The ELP secretariat has conducted several workshops in order to determine the appropriate components of the Strategic Plan.

Initially, the activities were listed, projected to satisfy the goal of attaining sustainability by the end of 2004, including the timeframe foreseen that each activities would required, the linkages and/or network each can tap, the resources each can use, and the cost that will entail. More importantly, the secretariat identified a strategy or approach that will hopefully meet the objectives set forth. Through this workshop, the secretariat could determine the strengths, weaknesses, opportunities and threats (SWOT) of the program. Also the study by

United Nations Development Program-assisted Private Sector Participation in Managing the Environment on the concept of ecolabeling in the Philippines was adopted. After the SWOT analysis, the secretariat prepared a draft business plan for the approval of the Technical Committee and was later on discussed during a Board Meeting. The ELP Board recommended that the secretariat conduct some studies on the fee structure, promotion and marketing, outlining and preparations on the guidelines for Green Choice Certification and Operations Manual and the selection of product category and development of product criteria.

(1) Outline of Strategic Plan for Philippine Ecolabeling program for 2003 to 2008

By the process of drafting the strategic plan mentioned above, preparations to draft the Green Choice Philippines Strategic Plan then commended and the outline is shown below.

OUTLINE OF STRATEGIC PLAN FOR PHILIPPINE ECOLABELLING PROGRAMME FOR 2003 TO 2008

- I. EXECUTIVE SUMMARY
- II. INTRODUCTION
- III. FORMULATION OF STRATEGIC PLAN FOR ECOLABELLING PROGRAMME AND ITS OBJECTIVE
- IV. BACKGROUND/HISTORY
- V. SITUATIONAL ANALYSIS
 - A. Environmental Situationer
 - B. Trade and Globalization
 - C. National Government Policies
 - D. Industry Profile
 - E. Consumer Profile
 - F. Ecolabeling Program
 - G. Philippine Ecolabeling Program SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis
- VI. GREEN CHOICE PHILIPPINES STRATEGIC PLAN FOR 2003 TO 2008
 - A. Vision
 - B. Mission
 - C. Goals
 - D. Declaration of Policy and Framework
 - E. Action Plan
 1. Program Development
 - a. Strengthening Organizational Structure and Setup
 - b. Establishment of Institutional Partners and Linkages
 - c. Development of Operational Framework and Infrastructure Support
 - d. Establishment of Research and Development programs
 2. Product Criteria Development
 - a. Establishment of Guidelines and Procedures in Developing Product Criteria
 - b. Prioritization of Product Categories
 - c. Establishment of Technical Working Groups
 - d. Adoption of existing product standards and ecolabeling Product criteria
 3. Program Advocacies and Promotions
 - a. Development of marketing tools and promotion

- b. Promotional and Marketing Programs
 - c. Policy advocacy for the creation of green demand
 - d. Establishment of networks
4. Financial Requirements
5. Gantt Chart
- VII. Appendices/Annexes
- VIII. References

(2) Structure for implementing the strategic plan

The Green Choice Strategic Plan, once approved by the ELP Board, will be implemented. It may involve re-structuring the Technical Committee to include the responsibility of assisting the secretariat in the promotions and marketing aspect or the creation of a Steering Committee especially for such task.

The limited budget of the program, as it is dependent on grants by financial institutions, shall entail the secretariat to focus foremost in the sourcing of funds to finance the operations until such time that sustainability is achieved through the applications and awarding of the ecolabel. Program development, product criteria development and marketing shall greatly depend on the availability of funds.

As the program is already operating, the necessary changes as stated in the Strategic Plan shall immediately be adopted.

8.2.8 Guidelines for the Philippine ecolabeling program

Mr. Seiji Taguchi of Japan Environment Association, the JICA study team member, during his visit and consultation service to the Green Choice Program, discussed each part of Japan's Eco Mark Program. He entertained questions and answered each as experienced by Eco Mark. The outline of the Green Choice Operation Guideline is basically based on the existing Guidelines of the Eco Mark.

(1) Guidelines for Product Category Selection and Criteria Development

National Solid Waste Management Commission, as the executing arm of the Philippine Office of the President on RA 9003, has been authorized to select the product category it may deem appropriate for the successful implementation of the law. Category is selected based on:

- The volume of the particular product in the market place
- The degree of environmental impact
- The potential for environmental improvement
- Nature and degree of industry interest

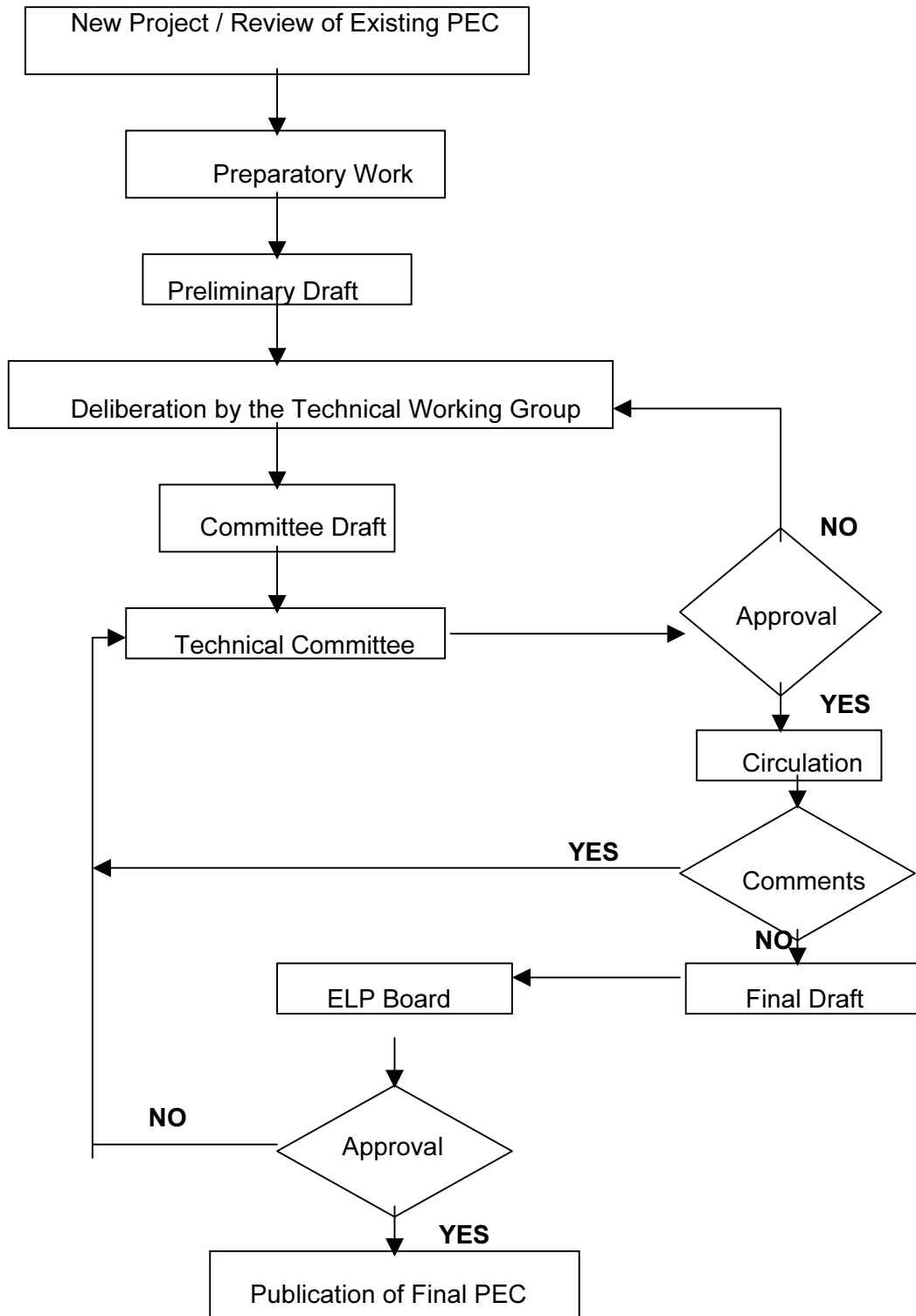
Figure 8.2.1 shows the flow chart and the basic stages of the development of Philippine ecolabeling criteria.

Each stage is described as the following:

Preparatory work: Based on the selection of new product category conducted by the National Solid Waste Commission, approved project shall be endorsed by the secretariat to the Technical Committee (TC) for the development of Philippine ecolabeling Criteria (PEC). The TC will create a Technical Working Group for the specific Product Category.

Drafting of PEC: The Technical Working Group (TWG) is the basic group responsible for deliberation of draft product criteria. Some Technical Working Groups are concerned with a single product or a product category; others may be responsible for a wide range of product criteria in a given product category.

Preliminary draft: This may be any foreign product criterion, a draft submitted by an interested organization or individual, a draft prepared by the ELP Administrator, on the basis of researches and in consultation with the interests concerned, or a skeleton outline containing suggested clause headings. The preliminary draft is submitted to the relevant TWG for deliberation and consideration. The TWG may find it necessary to alter the draft with specific directives for consideration and action.



PEC: Philippine Ecolabeling Criteria

TC: Technical Committee

Figure 8.2.1 Flow of Product Criteria Development

Committee draft: It is a draft incorporating the decisions of the TWG arising from its deliberations of the preliminary draft. It is the first formal statements of a genuine consensus of opinion of the members on a particular subject.

Draft for public review: This is the most significant stage in the preparation of a product criterion. It expresses the Technical Committee's considered views as to the recommended contents of the product criteria. This draft which was approved by the TC is forwarded to the Program Director of the ELP Administrator and is circulated for two months to all interests concerned or presented in a public hearing for comments. When the period of two months has elapsed, all comments received are evaluated, consolidated and presented to the TC for consideration.

Final draft: This is a draft incorporating all modifications of the draft for public review, as a result of the technical committee's study of the comments received. The TC recommends for approval to the ELP Board the final draft.

The ELP Body shall voluntarily adopt the existing PNS / ISO Standards on Ecolabelling, including all revisions and developments undertaken by the Bureau of Product Standards.

Approval and publication of Philippine Ecolabeling Criteria: All Philippine Ecolabeling Criteria requires approval by the ELP Board Chairman and Co-Chairman. An approved Philippine Ecolabeling Criterion is assigned a number designation and year of issue by the ELP Administrator. A copy is given to the PDC-DAP for marketing and promotion. The ELP Administrator publishes the Philippine Ecolabeling Criteria as voluntary criteria.

Revision / Amendments of Philippine Ecolabeling Criteria: The PEC shall be reviewed, as policy, every 3 years. However, PEC may be reviewed as the need arises due to technological, alignment with other criteria, and other acceptable reasons.

Mutual Recognition / Cooperative Arrangements: The Technical Committee as approved by the Ecolabeling Board shall follow an internationally recognized framework for mutual recognition / arrangement between ecolabeling programs on both bilateral and multi-lateral basis.

(2) Guidelines for Application for Green Choice Certification

The ELP administrator established the guidelines for application for Green Choice Certification through discussion in the Technical working group and ELP Board and published a manual on the procedures of acquiring the Green Choice Seal of Approval. Flowchart of application/certification procedure is shown in Figure 8.2.2.

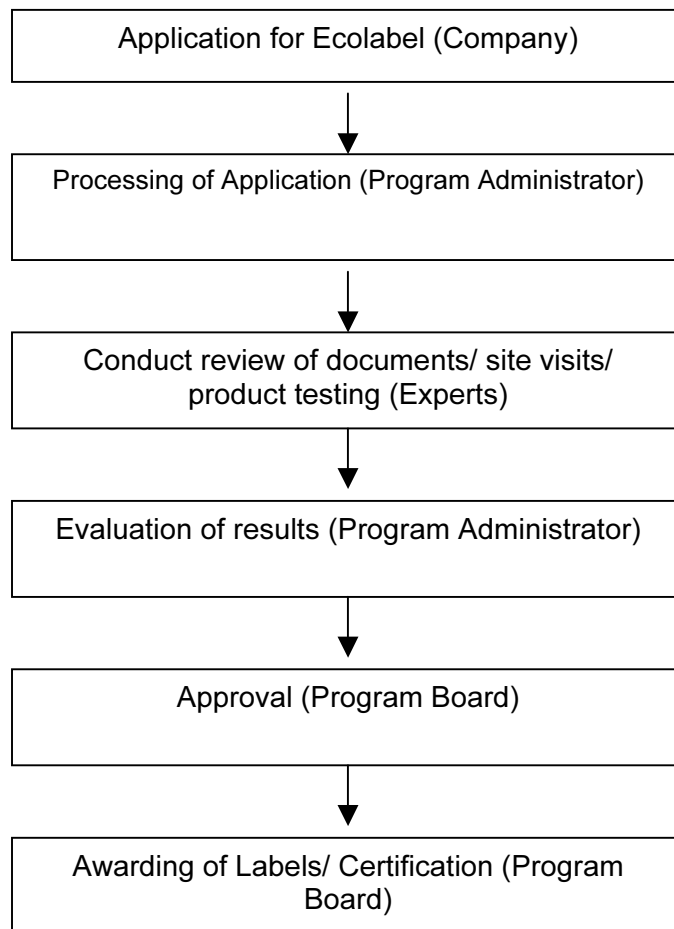


Figure 8.2.2 Flowchart of Application/Certification Procedure

The outline of the guidelines for Application is shown below and the guidelines proper and the guideline for usage of the Green Choice Philippines Logo are presented in Annex 6.7. Forms of contract for the use of Green Choice Logo, Application for License to use the logo are in Annex 6.8.

Outline of the guideline for application

1. Purpose

The Green Choice logo is awarded to products that are certified to be environmentally preferable because they have reduced environmental impacts as compared to similar products in their production, use, and disposal.

This is also awarded to products that reduce environmental impacts in other ways not identified above, but has significant contributions to environment conservation.

2. Eligible Products

Products that are manufactured or sold in the Philippines or will be produced and sold within 6 months of application can apply for Green Choice Logo provided that the *Criteria for Certification* for the product category it falls within has already been developed.

3. Requirements for Application

- a. The Applicant must be a manufacturer, importer or distributor of the product. For non-manufacturer applicants, the manufacturer's written consent must be presented.
- b. The Applicant must submit a *Letter of Intent* and fill out the Application for License to use the Green Choice logo and have paid the corresponding application fee.

4. Documents required for application

- a. Letter of Intent
- b. Filled out application form (one form for each product applied)
- c. Official receipt of payment of application fee
- d. Verified true copy of the various test results that may be required as part of the specified product criteria.
- e. A sample product with the product catalog indicating its technical specifications. A color photograph of the product may also be included.
- f. Any other document or material that may be required to supplement the information regarding the product.

The application documents should be mailed or delivered to the following:

The ELP Administrator
Clean and Green Foundation, Inc.
2F, Benlife Building, BPI Complex
Muralla Street, Intramuros, Manila

5. Green Choice Certification

- a. Products applying for Green Choice certification must meet the requirements and criteria set forth in the *Criteria for Certification*.
- b. Applicant and product manufacturer (in case the manufacturer is not the applicant, a written consent of the manufacturer must be presented) shall comply with existing environmental laws, regulations and other related legislations.

- c. Laws on quality, health, and safety must also be met. However, the Program Administrator has the right not to issue Green Choice Certification despite quality, health, and safety compliance if the product causes environmental problems.
- d. The Program Administrator has the right to request for supporting documents i.e. test results to verify applicant's claims.

6. Green Choice Certification Procedures

Evaluation of the application will be done according to the guidelines of the Green Choice Program. The product evaluation shall be based on the data contained in the documents submitted. The Program Administrator may require the applicant to present additional documents or materials if deemed necessary to facilitate better evaluation.

The Program Administrator shall conduct an evaluation based on criteria outlined in the *Criteria for Certification*. The Program Administrator may request for a third party expert examination, costs of which shall be borne by the applicant. The Program authorities will conduct site visits or product testing to validate claims of the applicant.

It is expected and required of the applicant, in all stages of the evaluation, to cooperate with any activity pertaining to determining conformance to the product criteria.

The Program Administrator shall then make a recommendation to the Program Board.

7. Notification

The Program Board, after recommendation from the Program Administrator, shall notify the applicant of results with a formal correspondence. The Program Board shall issue certification or other notification deemed appropriate.

8. Use of Green Choice Logo

A "Use of the Green Choice Logo" contract shall be signed between the Applicant and the Program Board. The right to use the logo shall be for a period of 3 years from date of issuance of the Green Choice Certification and shall be subject to annual re-audits.

An applicant awarded with the Green Choice Certification qualifies to use the Green Choice Logo. This Certificate signed by the DTI-BPS recognizes the product's compliance to the Green Choice product requirements.

Terms for Use of the Green Choice Logo shall be complied with relevant laws and regulations as well as specifications provided in the guidelines for usage of the Green Choice Logo.

9. Withdrawal of Green Choice Certification

The Program Administrator has the right to withdraw or cancel the Applicant’s contract to use the logo when found to be non-compliance of the terms specified.

10. Fee Schedule

Table 8.2.7 shows Fee Schedule.

Table 8.2.7 Schedule of Fees

Item	Amount (PhP)	Payable to	Remarks
Processing Fee	10,000.00	C&GFI	To cover processing, desk review of application papers, and two pre-certification audits
Laboratory Testing			As billed by testing laboratory Testing Laboratory
Transportation	As per arrangement	Transport company	Only if necessary
Food and lodging	As per arrangement	Hotel	Only if necessary
License Fee	Minimum – 20,000.00 Maximum – 200,000.00	C&GFI	To be paid prior to awarding of contract to the use of the logo. See formula used.
Annual Fee	5,000.00		To cover the annual surveillance audit and continued use of the logo

Notes:

- 1) Formula for the computation of the license fee
 $P = 20,000 + .018(N)$, with P not exceeding 200,000.00.
 Where P is the license fee in Pesos and N is the amount of annual sales in pesos of the product.
- 2) Reference value to be used for N is the latest reported annual sales report.
- 3) C&GFI stands for Clean and Green Foundation, Inc.

8.2.9 Development of New Product Criteria

According to the selection by the National Solid Waste Management Commission, tissue paper and detergents were designated the product categories for which the first product criteria are established in the Philippines.

(1) Tissue Paper and Detergents

1) Discussion at Technical Working Group

After a plenary/workshop held last July 10 at DENR-EMB Conference Room, representatives from concerned agencies were divided into 2 groups.

Tissue Paper (PC-0002)

The Technical Working Group 0002 completed the draft product criteria for tissue paper after two meetings held last August 02 and September 05, 2002. TWG 0002 was headed by Dr. Erlinda L. Mari of the Forest Products Research and Development Institute of the Department of Science and Technology. Substantial inputs were shared by the following members:

Mr. Patrick Wee:	Asia Paper Industrial Corporation
Ms. Jenny Perez:	Environmental Science Program, Ateneo de Manila University
Ms. Elenida Basug:	DENR-EMB Environmental Education & Information
Mr. Harry Quiaoit:	DENR-EMB Environmental Education & Information
Ms. Cora Castro:	Bureau of Product Standards, DTI
Mr. Isabelito Antonio:	Kimberly Clark Philippines
Mr. Roger Guzman	Philippine Association of Tertiary Level Education/ Institution in Environmental Protection & Management
Ms. Ma. Pilar Carmona:	Quezon City Science Multi-Purpose Cooperative
Ms. Juanita Abaquin:	Zero Waste Recycling Movement of the Philippines
Mr. Dominic Romero:	SCA Hygiene Products Corporation
Ms. Editha Cagaoan:	3 rd Wind Paper Mills, Inc.

Detergents (PC-0001)

The product criteria for detergents were completed by the Technical Working Group 0001 after meeting twice on August 13 and September 26, 2002. Chaired by Dr. Anamy Paano of the Chemistry Department of De La Salle University, the group had the following as members:

Mr. Jesus Valencia:	Adamson University Technology Research & Development Center
Ms. Leonita Baetiong:	Environmental Management Bureau, DENR
Mr. Emil Ricaforte:	Industrial Technology Development Institute, DOST
Ms. Lourdes Navia:	Bureau of Product Standards, DTI
Ms. Jocelyn Feliciano:	Bureau of Product Standards, DTI
Engr. Francisco Arellano:	Philippine Association of Environmental Assessment Professionals
Ms. Crescencia Joaquin:	Philippine Association of Tertiary Level Education /Institution in Environmental Protection & Management
Ms. Angelica Maglaya:	Philippine Institute of Pure & Applied Chemistry
Ms. Leonor Abella:	PhilExport
Mr. Alberto Abaquin:	Zero Waste Recycling Movement of the Philippines
Mr. Gil Perez:	Soap & Detergent Association of the Philippines /Procter & Gamble Distributing (Phils.) Inc.

Ms. Eeme Datu:	Soap & Detergent Association of the Philippines
Mr. Chito S. Macapagal:	Unilever Philippines, Inc.
Mr. Christophe Joyeux:	Unilever Philippines, Inc.

The product criteria for both categories were approved unanimously by the ELP Board on 05 December 2002 at the Tower Room of the Filipinas Heritage Library, Makati City. The secretariat is now accepting applicants for ecolabeling for these two categories. The two product criteria are attached as Annex 6.9.

2) Marketing and Promotion

The marketing and promotion of the Green Choice Seal of Environmental Approval commenced right after the approval and adoption of PC-0001 and PC-0002, the Product Criteria for Synthetic Laundry Detergents and Tissue Paper Products, respectively. Invitation letters were sent to all manufacturing companies of synthetic laundry detergents and tissue paper products for them to apply for an ecolabel, emphasizing the benefits their product and their company would acquire after being awarded of the Green Choice Seal.

3) Certification of the first Green Choice Logo

Pride Detergent produced by ACS Manufacturing Corporation was first to apply and was successful to be certified as an environmentally sound product during the Green Choice Launching held last 10 March 2003, with Philippine President Gloria M. Arroyo awarding them of the License to Use the Green Choice Logo for their product, Pride Detergent Powder and Bar.

On the other hand, SCA Hygiene Products Corporation also applied for their product, Softee Value, a toilet tissue. Their application was hindered because of the projected implications on the sales of their other products. Negotiations with the corporation are still underway.

Other companies have signified their interest to avail of the Green Choice Logo. However, because of the crisis that hit the country, the effects of which is still felt, the fees are always a concern. The re-structuring of the fees is a main undertaking for the Administrator. Albeit some companies claim that the current fees the ELP secretariat charges are high, these are justified. Without the government support that other programs enjoy and the diversion of UNDP funding, the current fee structure is, in fact, inadequate to sustain the program, with the projection that at least 20 products shall apply and will be certified.

(2) Household Batteries (PC-0003) and Plastic Packaging (PC-0004)

1) Establishment of Technical Working Groups

The Technical Committee already approved the development of the product criteria for Household Batteries and Packaging Materials during its 8th Meeting last 19 November 2002. The development of these criteria is being undertaken in partnership with the National Solid Waste Management Commission as a need for the implementation of RA 9003, the Ecological Solid Waste Management Act.

The Technical Working Groups for household batteries (TWG-0003) and plastic packaging (TWG-0004) were established for discussing and drafting the product criteria and had members listed in Table 8.2.8.

Table 8.2.8 Members of Technical Working Groups
 for Household Batteries and Plastic Packaging

Members for TWG for Household Batteries (TWG-0003)	
Dr. Anamy C. Paano	Chemistry Department, De La Salle University
Dr. Lynn Panganian	National Poison Control & Information Services-PGH
Ms. Angelica S. Maglaya	Philippine Institute of Pure and Applied Chemistry
Engr. Rey Esguerra	Industrial Technology Development Institute-DOST
Ms. Myra F. Magabilin	Bureau of Product Standards(BPS)-DTI
Mr. Francis dela Cruz	Green Peace
Mr. Ted Garcia	Mother Earth Unlimited
Dir. Jesus L. Motoomull	Chairman, ELP Board/Director, BPS-DTI
Members for TWG for Plastic Packaging (TWG-0004)	
Dir. Albert Magalang	National Solid Waste Management Commission
Mr. Benjamin A. Alianza	Packaging Institute of the Philippines
Mr. Mark de Lumen	Philippine Plastic Industry Association of the Philippines
Mr. Cirspian Lao	Philippines Plastic Industry Association of the Philippines
Dr. Nestor Valera	Chemistry Department, Ateneo de Manila University
Mr. Patricio C. Nocon	SGS Philippines, Inc
Mr. Lino Wong	UnilonSeal

Ms.Norma C. Hernandez	BPS-DTI
Ms.Nilda B. Adao	BPS-DTI
Mr.Jong Sereno	Association of Petrochemical Manufactures
Ms.Liza Bernardo	Packaging Research & Development-DOST
Mr.Tony Chiong	National Solid Waste management Commission

2) Activities of the Technical Working Group for Household Batteries (TWEG-0003)

Table 8.2.9 Summary of the Technical Working Group for Household Batteries (TWG-0003)

	Date	Activity
1	Feb.11, 2003	<ul style="list-style-type: none"> • Establishment of TWG for household batteries • Selection of TWG members • Confirmation of pilot project activities • Decision on developing the criteria for carbon-zinc cells
2	Mar.4, 2003	<ul style="list-style-type: none"> • Review and approval of minutes of previous meeting • Identification on the components of carbon-zinc cells • Presentation of the first draft of product criteria
3	Mar.25, 2003	<ul style="list-style-type: none"> • Presentation of The American National Standard for batteries • Discussion on Green Choice Requirements and Evaluation • Discussion on the draft product criteria
4	May 7, 2003	<p><u>Site Visit:</u> Matsushita Electric Philippines Corporation (MEPCO)</p> <ul style="list-style-type: none"> • Overview of the operations of MEPCO • Plant Visit

The minutes of the TWG-0003 meeting are shown in Annex 6.10.

The TWG-003 members visited Matsushita Electric Philippines Corporation (MEPCO) on May 7, 2003 in order to proceed in establishing the product category.

Site Visit:

I. Presentation by MEPCO

Mr. Mendoza of MEPCO gave an overview of the operations of Matsushita Electric Philippines Corporation, the location of their plants and the different products they manufacture, specifically the National Panasonic Batteries. He presented the different stages of the manufacture of the batteries, along with the attributes of their batteries which protects and makes them safe.

Mr. Encarnado added that MEPCO has already incorporated the following environmental considerations in their operations:

- ISO 14001 certified
- ISO 9001 certified
- Reduction of energy consumption
- Green Procurement Policy (suppliers should have EMS installed)
- Practice of 7S (includes Safety and Save Earth)
- Reduction of Wastes Generated
- Waste Segregation

Mr. Mendoza emphasized that the batteries that they manufacture do not contain hazardous chemicals such as mercury. However, Dr. Paano asked the representatives of MEPCO-NBP if they could confirm that their batteries would not contain impurities of lead, cadmium and mercury. In case they do, she asked whether MEPCO-NBP could identify the threshold limits for these chemicals to be able to finalize the product criteria that TWG 0003 is developing. Ms. Catapia replied that as of the moment the batteries are undergoing tests, which could answer that query. The results would be available in 3 weeks soonest.

II. Plant Visit

The group then proceeded to the plant where the batteries are manufactured and witnessed the process of its production.

III. Resolution of the Site Visit

TWG 0003 will meet as soon as the results of the test from Japan arrives.

As soon as the result of the test in Japan arrives, the draft product criteria for household batteries will be finalized and approved by ELP Board.

The draft product criteria is shown in Annex 6.11.

3) Activities of the Technical Working Group for Plastic Packaging (PC-0004)

The activities of the Technical Working Group for Plastic Packaging are summarized in Table 8.2.10.

Table 8.2.10 Summary of the Technical Working Group for Plastic Packaging (TWG-0004)

	Date	Activity
1	Feb.11, 2003	<ul style="list-style-type: none"> • Establishment of TWG for Plastic Packaging • Selection of TWG members
2	Mar.5, 2003	<ul style="list-style-type: none"> • Confirmation of pilot project activities and clarification of the process of establishment of the secretariat and updates of the program • Presentation of the process of manufacturing plastic packaging
3	April 3, 2003	<ul style="list-style-type: none"> • Presentation and Discussion on the draft product criteria for polyethylene packaging • Decision on group categorized products of polyethylene and generic criteria
4	April 30, 2003	<ul style="list-style-type: none"> • Discussion on the product criteria for polyethylene packaging
5	May 23, 2003	Site Visit: United Polyresins, Inc., Plastmann Industrial Corporation, H&E Manufacturing Corporation <ul style="list-style-type: none"> • Overview of the operations • Plan Visit

The minutes of the TWG-0004 meeting are shown in Annex 6.12.

Site Visit:

With the visit to the 3 plant sites, TWG-0004 witnessed that both polyethylene and polypropylene products undergoes the same process. Both also use the same percentage and kind of recycled materials, which is only about 10% of in-house industrial waste. The only difference was the materials being used. It was suggested that the polyethylene and polypropylene groups be made into one.

Hence, the secretariat shall take into consideration the recommendations of those present that the incorporation of the percentage of recycled materials to the composition of polyethylene will not significantly affect the volume of generated waste of the industry. Besides, all scraps are being sold out to converters. The problem lies greatly on the disposal of the consumers. The manufacturers strongly suggest that an extensive

awareness program on the proper disposal of these plastic films, containers, etc. be conducted for the consumers.

Based on the discussions in the TWG meetings and the site visits, the draft product criteria for polyethylene packaging materials will be finalized in August, which is presented in Annex 6.13.

8.2.10 Awareness Activities

(1) Launching Event

1) Objectives

Launching of Green Choice Philippines was held in order to disseminate the commencement of the National ecolabeling program called as Green Choice Philippines and award the Green Choice Logo to the first products found to be environmentally preferable – Pride Detergent Bar and Pride Detergent Powder, produced by ACS Manufacturing Corporation.

2) Date and Venue

Venue: Grand Ballroom at Hotel Inter-Continental Manila, Makati City

Date: March 10, 2003

3) Program

Table 8.2.11 shows the program of launching.

Table 8.2.11 Official Program

Time	Activity
1630	Registration
1700	Arrival of Her Excellency President Gloria Macapagal Arroyo
	ISO 14024 Type I Environmental Labelling and the Ecolabelling Program of the Philippines (ELP)
	Jesus L. Motoomull, Director Bureau of Product Standards-DTI, Chairman ELP Board on behalf of Co-Chair Julian D. Amador, Director, Environmental Management Bureau-DENR & the members of the ELP body
	The presentation of the Philippine Ecolabeling Program Seal of Approval
	Accepting the Challenge Amelita M. Ramaos, Chairperson, Clean & Green Foundation, Inc.
	Special Presentation

Masters of Ceremonies: EDMOND P. MACEDA, Green Choice Consultant

A total of 225 people from the industry, government, non-government organizations and media participated in the Launching. Upon the arrival of Her Excellency President Gloria Macapagal Arroyo at 5:00 pm, Director Jesus L. Motoomull of the Bureau of Product

Standards of the Department of Trade and Industry presented an overview of the Ecolabeling Programme of the Philippines and presented of the Programme's Seal-of-Approval, the Green Choice Logo. Mrs. Amelita Ramos, Chairperson of the Clean & Green Foundation, expressed her gratitude to the government for entrusting the foundation to administer the programme, and affirmed the foundation's commitment to work hand-in-hand with the government in pursuing a cleaner and greener society.

The highlight of the event was the awarding of the Green Choice Logo to the first products found to be environmentally preferable – Pride Detergent Bar and Pride Detergent Powder, produced by ACS Manufacturing Corporation. Mr. and Mrs. Alfonso C. Supetran accepted the award from President Arroyo.

After the programme, cocktails followed with the participation of President Arroyo, former President Ramos, former First Lady Ming Ramos, Secretary Gozun, Usec. Cristobal, Mr. Concepcion, Mr. Dee, Mr. Ortiz-Luis, Mr. Nakagaki and Mr. Jones.

4) Press Conference

Before the formal event started, one-on-one interviews were conducted at the Coffee Shop of the Hotel Inter-Continental. Director Jesus L. Motoomull; Chairman of the Ecolabeling Programme Board, Mr. Motofumi Kohara and Mr. Jun Godornes, Deputy Resident Representative and Project Officer, respectively, of JICA; and Ms. Imelda P. Sarmiento of the Clean & Green Foundation were the main speakers for the programme. Two media representatives conducted the interviews, highlighting the support being given by JICA-EMPOWER.

5) Press Release

By the participation of President Arroyo in the Lunching, the objective and activities of Green Choice Philippines was released in many newspapers, main TV and Radio networks. The launching aiming at introducing the program of Green Choice Philippines and raising awareness of public and private sectors to the Green Choice Logo was closed with a success.

As of this writing, the Green Choice Programme appeared on 3 TV talk / public opinion shows and was heard in 5 radio guestings. A total of 5 newspaper articles were also published. More articles on broadsheets, more TV appearances and radio interviews, as part of its post-launch activities were published. Press Release information, and TV and Radio Interview are summarized in Table 8.2.12 and Table 8.2.13 and more information on the launching, pictures and press releases are shown in Annex 6.14.

Table 8.2.12 Press Releases published on the GCP Launching

Press	Date	Topics
The Philippine Star	09 March 2003	Gov't to Launch National Ecolabelling Program
Business World	10 March 2003	Ecolabeling Program to be Introduced
Manila Bulletin	13 March 2003	Ecolabeling now in Effect
Manila Bulletin	16 March 2003	Photo Release (Ecolabeling Program)
Malaya	20 March 2003	Ecolabeling of Products Seeks Consumer Support
Business World	21 March 2003	New Labeling Logo to Watch
Business World	24 March 2003	Industry Players' Support for Ecolabeling Program Urged

Table 8.2.13 TV Guestings & Radio Interviews on GCP Launching

STATION	PROGRAM/HOST	DATE
Studio 23	BREAKFAST/Bam Aquino, Ryan Agoncillo, Marieton Pacheco, Ria Tanjuatco	March 10, 2003 Monday Call Time: 6:45AM Studio 17 Look for Cathy (0917) 811-1317
DZAR 1026 khz.	Magandang Umaga Bayan/Angelique Lazo	March 10, 2003 Monday 8:30 AM phonepatch
ANC LIVE	Ivett Novinario	March 6, 2003 Thursday 4:00-4:30pm live guesting
DZRJ 810 khz.	KKK sa RJ/Gerry Cornejo	March 7, 2003 Friday Between 8am-9am phonepatch
DZEC 1062 khz.	Gen Subardiaga	March 8, 2003 Saturday 5:30pm phonepatch
DWIZ 882 khz.	Ugnayang Pambarangay?Jo Salcedo	March 8, 2003 Saturday Between 7:30-9pm phonepatch
DZME 1530 khz.	Lingkod Bayan/Rudy Santos	March 6, 2003 Thursday Between 10-11am News/announcement



Mr. Kohara and Mr. Godornes of JICA being interviewed by print media people.



Mr. Nakagaki with Usec. Adrian Cristobal of DTI, Mr. Terence Jones of UNDP, President Gloria Macapagal Arroyo and Former First Lady Amelita Ramos



President Arroyo awards Green Choice Logo to ACS Manufacturing (Pride Detergent) assisted by Amelita Ramos, Mr. Nakagaki, Usec. Cristobal, Mr. Terence Jones and DENR Secretary Elisea Gozun



Awarding of Green Choice Logo to ACS Manufacturing

(2) Lobby Activity

The ELP secretariat prepared the draft of Executive Order for establishing a green procurement program for all departments and executive branches of the national government since the adoption of green procurement policy by the government shall support the ecolabeling program and stimulate product suppliers to apply for the Green Choice Philippines. The draft shown in Annex 6.15 already was submitted to Malacanang.

8.3 Green Procurement Policy Pilot Project

8.3.1 Structure of Green Procurement Policy Pilot Project Implementation

To prepare a green procurement policy of BOI, a structure of implementation was established as following a table, which identified each role of relevant parties. BOI is implementing body of the green procurement policy pilot project, and advised/assisted by BPS/DTI, EMB/DENR, ITDI/DOST, LLDA, PEZA, Clean and Green Foundation Inc., and supported financially by JICA.

Table 8.3.1 Structure of Implementation

Party	Role
C&GF	➤ Preparation of the workshop (logistics)
BOI/DTI	<ul style="list-style-type: none"> ➤ Preparation and adoption of green procurement policy ➤ Coordination of government agencies about green procurement policy ➤ Awareness campaign on green procurement policy (one seminar) ➤ Preparation for the attainment of ISO14001 certification
BPS/DTI	➤ Discussion on green procurement policy
EMB/DENR	<ul style="list-style-type: none"> ➤ Support to awareness campaigns on green procurement policy ➤ Coordination of government agencies about green procurement policy
LLDA	<ul style="list-style-type: none"> ➤ Support to awareness campaign on green procurement policy ➤ Discussion on green procurement policy
PEZA	<ul style="list-style-type: none"> ➤ Support to green procurement policy ➤ Discussion on green procurement policy
EMPOWER	<ul style="list-style-type: none"> ➤ Preparation of the workshop (program) ➤ Financial and technical support for collection of information about green procurement policies in other countries and their implementation mechanism and BOI's ISO 14001 certification
EMPOWER Steering Committee	<ul style="list-style-type: none"> ➤ Confirmation of overall planning of the pilot project ➤ Monitoring and evaluation

8.3.2 Project Components

The Green Procurement Pilot Project (GPP) aimed to develop the green procurement policy of BOI and promote the significance of GPP to other government agencies and relevant bodies. The Study Team expected BOI adopts the GPP under the EMPOWER Project thorough following support and activities.

- (1) Collection and analysis of information about green procurement policies in other countries
- (2) Workshop on green procurement policy targeting ELP body
- (3) Preparation and adoption of BOI's green procurement policy
- (4) Seminar on green procurement policy targeting government organizations and product suppliers

Table 8.3.2 Implementation Schedule

Green Procurement Policy	
Dec. 2002	<ul style="list-style-type: none"> ➤ Establishment of a working group on development of green procurement policy within BOI ➤ Collection and analysis of information on green procurement policies and their implementation mechanisms in other countries ➤ Workshop on ecolabeling program and Green procurement policy ➤ Preparation of draft green procurement policy
Jan. 2003	<ul style="list-style-type: none"> ➤ Discussion on the draft green procurement policy ➤ Planning on awareness activities (seminar, announcement etc)
Feb. 2003	<ul style="list-style-type: none"> ➤ Discussion on the draft green procurement policy ➤ Adoption and public announcement of the green procurement policy by BOI
Mar. 2003	<ul style="list-style-type: none"> ➤ Discussion on the Action Plan for implementing BOI's GPP
June 2003	<ul style="list-style-type: none"> ➤ Seminar on ecolabeling program and Green procurement policy ➤ Exhibition of the green procurement policy at the event held around the World Environment Day ➤ Implementation of the green procurement policy by BOI ➤ Finalization of the draft Action Plan
July-Aug 2003	<ul style="list-style-type: none"> ➤ Ratification of Action Plan by BOI Board

8.3.3 Establishment of the ecolabeling and green procurement steering committee and a Technical Working Group

The Steering Committee for ecolabeling program pilot project oversaw the activities and workshop/seminar plans and other related topics of the Green Procurement Pilot Project.

And BOI established a technical working group to draft and develop the policy and the action plan for implementing the green procurement.

(1) Technical Working Group

1) Member

The Technical Working Members were designated as shown in Table 8.3.3, taken into account the process of regular procurement within BOI.

Table 8.3.3 Composition of the technical working group

Division/Group in BOI	
1	Industry Development Group(IDG)
2	Project Assessment Group (PAG)
3	Technical Service Group (TSG)
4	Investment Promotions Group (IPG)
5	Administration Department (particularly Logistics)-serves as the chairman
6	Office for Industrial Policy/Environmental Matters Division-serves as the secretariat and co-chairman
7	BOI Bids and Awards Committee (BAC)
8	Technology Management Department (TMD)
9	Special Projects Implementors (Revenue Streams units within IDG such as Marine Products, Electronics and ICT, Motor Vehicles and Special Projects Division of the IPG)

Besides, Clean and Green Foundation Inc., the secretariat/administrator of the ecolabeling program, and SAGIP Environment, a private consultant company hired by the JICA Study Team, acted as resource person.

2) Discussion and Approval in the Technical Working Group(TWG)

The Technical Working Group had meetings to discuss and prepare BOI’s green procurement policy and its action plan. The activities of the TWG are summarized in Table 8.3.4.

Table 8.3.4 Summary of the Technical Working Group Meetings

Date	Topics
1 st meeting 9 December 2002	<ul style="list-style-type: none"> • Briefing on the EMPOWER Project • Formation of the TWG • The Technical Specification (project components, expected results, etc) for the ecolabeling program under the EMPOWER Project

Date	Topics
	<ul style="list-style-type: none"> • Role of the TWG
2 nd meeting 27 January 2003	<ul style="list-style-type: none"> • Introduction and briefing on Green Procurement Policy • Approval of the creation of the TWG by the Management Committee • Green Procurement Policy in other countries (see Annex 6.18)
3 rd meeting 10 February 2003	<ul style="list-style-type: none"> • Discussion on the first Draft of the BOI Green Procurement Policy (GPP)
4 th meeting 24 February 2003	<ul style="list-style-type: none"> • Guide steps for establishing the GOI GPP • Discussion on the second Draft • Discussion on the possible target area
5 th Meeting 31 March 2003	<ul style="list-style-type: none"> • Discussion on the Action Plan for implementing BOI's GPP
6 th Meeting 28 April 2003	<ul style="list-style-type: none"> • Finalization of the Draft Action Plan

8.3.4 BOI Green Procurement Policy

The second Draft of the BOI Green Procurement Policy was presented in the 4th meeting dated on February 24 2003 and it was agreed that the BOI Legal Department would be consulted to put in place the proper legal wordings for the GPP. The data on items ordered and delivered from procurement service prepared by Logistic Division were also delivered to the members and the TWG resolved possible target areas of Green Procurement Policy based on the quantity of items ordered and delivered. The areas are ranked as follows:

- (1) Paper
- (2) Office Machines
- (3) Cleaning Products
- (4) Lightning materials
- (5) Furniture
- (6) Computer

The BOI Green Procurement Policy following was approved by the Management Committee on March 11 as Office Order No.04 Series of 2003. (see Annex 6.16 for the original with the sign of DTI Undersecretary and BOI Vice-Chairman and Managing Head) The key points of the Green Procurement Policy of BOI are following:

Statement of Policy

1. Agency personnel should seek to reduce the environmental damages associated with the BOI's purchases by increasing the acquisition of environmentally preferable products and services to the extent feasible, consistent with price, performance, availability, and safety considerations.
2. Environmental factors should be taken into account as early as possible in the acquisition planning and decision-making process.

3. Responsibility for environmentally preferable purchasing should be shared among BOI personnel especially those involved in the procurement process.
4. Environmentally preferable purchasing represents one important component of BOI's commitment to support the government's programs on waste minimization, pollution prevention and recycling as well as recognize the efforts of industries that produce environmentally sound products.

Objective and Targets

1. To increase the acquisition of environmentally preferable products and services.
2. To identify and implement pilot products to test the best ways to incorporate environmental preference into acquisition or procurement.
3. To give due preference, whenever possible and applicable, to products or brands proven to be environmentally preferable or sound, e.g., ecolabeled products.
4. To establish an incentive and award program to recognize efforts of each BOI department or unit that are most successful in promoting the purchase and use of environmentally preferable products or services as well as recognize efforts of suppliers to produce environmentally sound products.
5. To replicate the same principle of green procurement to other units and attached agencies of DTI in recognition of the government's role in protecting the environment and preserving the country's natural resources.

8.3.5 Action Plan for Implementation of BOI GPP

The BOI Green Procurement Policy states that the technical working group shall formulate the action plans including the mechanism for implementation within 60 days from Board ratification. The Technical Working Group(TWG) shown in Table 8.3.3 had discussions to identify and implement pilot products mentioned in the policy.

The TWG set the target area by 4th meeting, and the following were the identified products/items that may be included in the initial implementation of the Green Procurement Policy.

- (1) Paper: Tissue or toilet paper, bond paper, folders and envelopes
- (2) Sign pen
- (3) Office equipment, such as computer
- (4) Toner/ink-the one used for computer printer

The TWG finalized the draft action plan on April 28 2003, taking into account discussion and concerns raised in the 5th meeting. The action plan was presented to the Management Committee and approved on May 27 2003. After that, the action plan was ratified by the Board of BOI on May 30 2003. Key points of the Action Plan is presented below and the original in Annex 6.17.

Objectives of the Action Plan

1. To provide the necessary mechanism and minimum requirement for the environmentally preferable purchase and use of various products and services through the identification of selection standards and priority products for implementation, taking into consideration the applicable laws and regulations governing the agency's regular procurement process.
2. To promote wise use of resources through energy and resource conservation and recycling.
3. To recognize the efforts of local industries that produce and provide environmentally sound products and services
4. To support the government's cost-cutting efforts.

Scope

As an initial step, specific guidelines are set for the following products that are commonly purchased and used by the agency:

1. Paper and paper products
 - a. Bond paper;
 - b. Tissue and toilet paper;
 - c. Folders and envelopes;
2. Pens; and,
3. Electronic office equipment, e.g., computers, copiers, fax machines.

On a yearly basis, more products or services may be added to the list upon review and recommendation by the BOI Green Procurement Policy Technical Working Group (GPP-TWG).

Selection Standards

1. As a general policy, all procurement activities of the agency shall be guided by the provisions of R.A. 9184 (amending E.O. 40) that mandates primary consideration for the "lowest calculated responsive bid." In view of the BOI's Green Procurement Policy, however, the equivalent cost of the impact of the product or service to the environment as well as to human health and safety should have been accounted for when selecting the "lowest calculated responsive bid," whenever possible.
2. The BOI shall base its procurement decisions on the principle of "value of money" over the life cycle of products and shall give preference to environmentally friendly products and services based on the following applicable environmental aspects:
 - Highest possible recycled material content
 - Waste avoidance
 - Elimination of virgin material requirements
 - Product re-useability or recyclability
 - Energy efficiency
 - Low maintenance requirement
 - Use of environmentally preferred inputs and
 - Ultimate disposal.
3. Whenever applicable, the department/unit intending to procure, shall include any environmental aspect in the technical specification or qualification of the product or service to be procured.

8.3.6 Implementation of the BOI Green Procurement Policy and the Dissemination

(1) Implementation of the BOI Green Procurement Policy

After the ratification by the Board of BOI, according to the regular system, BOI disseminates the Green Procurement Policy to product suppliers.

BOI has the regular process for procuring products/items as following:

Step1: the Logistic Department prepares the technical specification of product for the procurement.

Step2: Dissemination of bidding according to the regular system

Step3. Competitive bidding based on the list of product suppliers prepared by Department of Budget and Management.

Step4:Bids and Award Committee evaluates and decides products taking into account the green procurement policy (BOI-Environmental Matters Division, which is in charge of the secretariat for establishing the green procurement policy and the action plan, is a member of the committee.)

(2) Incentives and Award Program

The Policy states that BOI shall establish the award program to accelerate the green procurement. The Technical Working Group will still draft a plan for the implementation of the award program based on the agency's existing budget allocation.

(3) Monitoring and Information Dissemination

The Logistic Department has responsibility of monitoring and evaluating all BOI divisions on the green procurement, and the result of the implementation of green procurement by each division will be presented in BOI Web-site.

8.4 ISO14001 Certification of BOI

BOI considered they should adopt their green procurement policy into their purchasing process and acquire ISO 14001 because it resolved to have an initiative in the field of industrial environmental management in the Philippines and promote the adoption of IEM by the private sector. By the request of BOI, the JICA Study Team supported BOI to prepare necessary documents to apply for ISO14001 Certification.

8.4.1 Requirements to Obtain ISO14001 Certification

The ISO 14001 specifies requirement for an Environmental Management System (EMS), which is the part of the overall management system that includes organizational structure, planning activities, responsibilities, practices, procedures, processes and resources for developing, implementing, achieving, reviewing and maintaining environmental policy, to enable an organization to formulate a policy and objectives taking into account legislative requirements and information about significant environmental impacts. It applies to those

environmental aspects which the organization can control and over which it can be expected to have an influence.

The requirements for an organization vying for EMS and applying for ISO14001 Certification are as follows: 1) Initiative from the top-management to undergo EMS implementation; 2) Initial Environmental Review (IER) will be conducted to assess the areas for focus and improvement with regards to the EMS model development; 3) An EMS Manual and procedures must be prepared, which will represent the EMS of the agency. This will be supported by two other EMS documents, namely the EMS Elemental Procedures Manual and the Operational Control Procedures Manual; 4) Establishing proof that the content of the EMS documents and procedures are done; 5) Conduct Internal Environmental Audit and 5) Apply to an issuing ISO certification body. The document content for the preparation of the EMS manuals is as follows:

(1) Contents of an EMS Manual

The EMS manual must at least contain the description of the core elements of the standards. This will serve to come up with the following:

- a. Formulate an Environmental Policy
- b. Identify and evaluate environmental aspects of its activities, products and services that is expected to have an influence on the actual or potential significant impact on the environment
- c. Maintain a procedure to identify and have access to legal and other requirements.
- d. Formulation of the EMS objectives, targets and programs that are consistent with the formulated environmental policy as a result of the identification of environmental aspects and evaluation of environmental impacts.
- e. Identification, preparation and review of Environmental Management Program
- f. Provide resources essential to the implementation and control of the EMS. Resources will include human resources and specialized skills, technology and financial resources. The organization's top management shall appoint a specific management representative.
- g. The organization shall identify training needs.
- h. Establish and maintain procedures for internal & external communication on its significant aspects.
- i. Maintain procedures for controlling all documents required by the EMS.
- j. Establish and maintain operational control procedures for activities with significant aspects.
- k. Establish and maintain emergency preparedness and response
- l. Establish and maintain monitoring and measurement procedures

- m. Establish and maintain checking and corrective and preventive actions procedures
- n. Establish and maintain records and recordkeeping procedures
- o. Establish and maintain audit plans and procedures
- p. Conduct management reviews

(2) Preparation of an EMS Elemental Procedures Manual

EMS Elemental Procedures Manual must at least include the description of the elemental procedures following:

- a. Identification of Environmental Aspects & Impacts Procedures
- b. Communication Procedures
- c. Document Control Procedures
- d. Legal & Other Requirement Procedures
- e. Internal Environmental Audit Plans and Procedures
- f. Training Awareness and Competence Procedure
- g. Operational Control Procedures
- h. Emergency Preparedness and Response Procedures
- i. Monitoring and Measurement Procedures
- j. Corrective and Preventive Actions Procedures
- k. Recordkeeping Procedures
- l. Audit Plans and Procedures

(3) Preparation of an Operational Control Procedures (OCP) Manual

The OCP Manual would depend on the significant environmental aspect that will be defined within the objectives and targets so as to ensure the attainment of the environmental policy and goals.

8.4.2 Environmental Management Systems at BOI

(1) Efforts Made Prior to the Pilot Project

The Board of Investments (BOI) is a bureau of the Department of Trade & Industry. It was created under Republic Act 5186, to provide a comprehensive investment thrust for the country.

In 2000 the UNDP - Industrial Initiatives for Sustainable Environment (IISE) Program gave monetary assistance to prepare BOI for the conduct of EMS and document awareness seminar. The grant also provided assistance to conduct EMS in the DENR – Environmental Management Bureau. Unfortunately, the EMS implementation at BOI was stopped because there was no adequate time to undergo the project because IISE was terminated one year earlier. However, the initial BOI-EMS was able to come up with a draft EMS Elemental Procedures Manual and Operations Control Procedures Manual for the EMP Programs. An EMS Core committee was also formed with Mr. Guillermo Laquindanum, former head of the BOI's Environmental Unit under the Office of the Executive Director of the then Industry Planning Group as the Environmental Management Representative (EMR) for the BOI-EMS under UNDP-IISE (see Figure 8.4.1 BOI-EMS Organizational Structure).

(2) Efforts in the Pilot Project

On January 9, 2003 a BOI board resolution was made that reactivated the previous members of the EMS Core committee to continue the preparation of BOI for ISO certification. Mr. Guillermo Laquindanum, the EMR and who is now the Director of the Administration Department still heads the EMS Technical Committee (see Figure 8.4.2 BOI Organizational Structure). In addition to the EMR, the EMS Core Committee designated Ms. Raquel B. Echague, OIC-Division Chief of the Environmental Matters Division as the EMS Core Team Leader. The board resolution was made after the JICA-EMPOWER had selected BOI as a pilot study and a sub-component to the Green Procurement Policy Project.

It must be noted that when the previous EMS Core committee was reactivated the EMR was promoted to Director and most of the EMS Core committee member, particularly the EMP member, were reorganized and reassigned to other divisions at BOI.

The JICA Study Team contracted out to a private consultant in order to support BOI in preparing documents for ISO14001 Certification. The specific activities and proposed schedule for BOI-ISO are as follows:

Table 8.4.1 Activities and Proposed Schedule

Activities	Date Accomplished
1. Workshop/ Introductory Sessions	Feb 14, 2003
2. Review of EMS Manual	
3. Corrective Measures for EMS Manual	Mar 17, 2003
4. Corrective Measures for Elemental Procedures Manual	Feb 21, 2003
5. Preparation of Operational Control Procedures	Mar 5, 2003
6. Document Control and Recordkeeping Control	May 5, 2003
7. Gather proof of EMS Implementation	
8. Corrective measures of gaps on EMS Implementation	
9. Preparation for the ISO 14001 certification process	

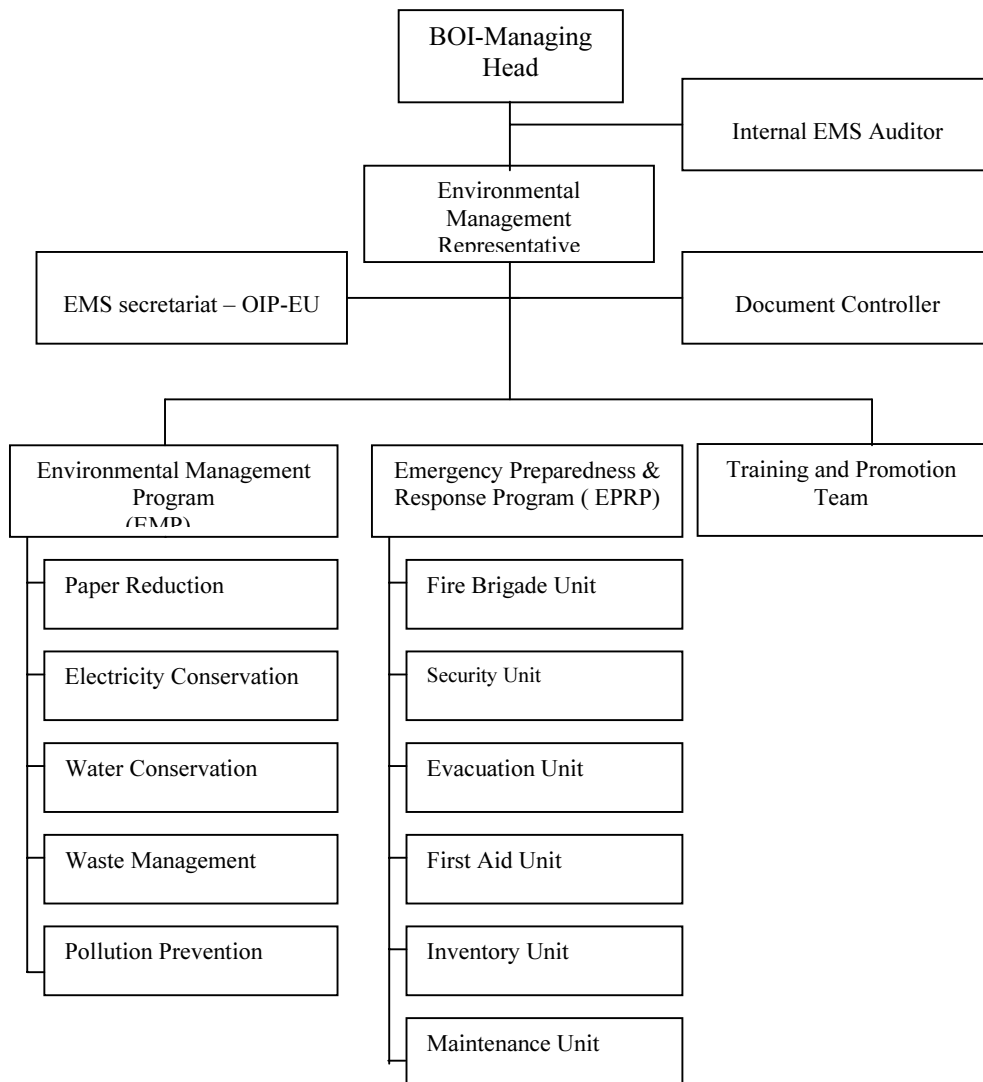


Figure 8.4.1 BOI-EMS Organizational Structure

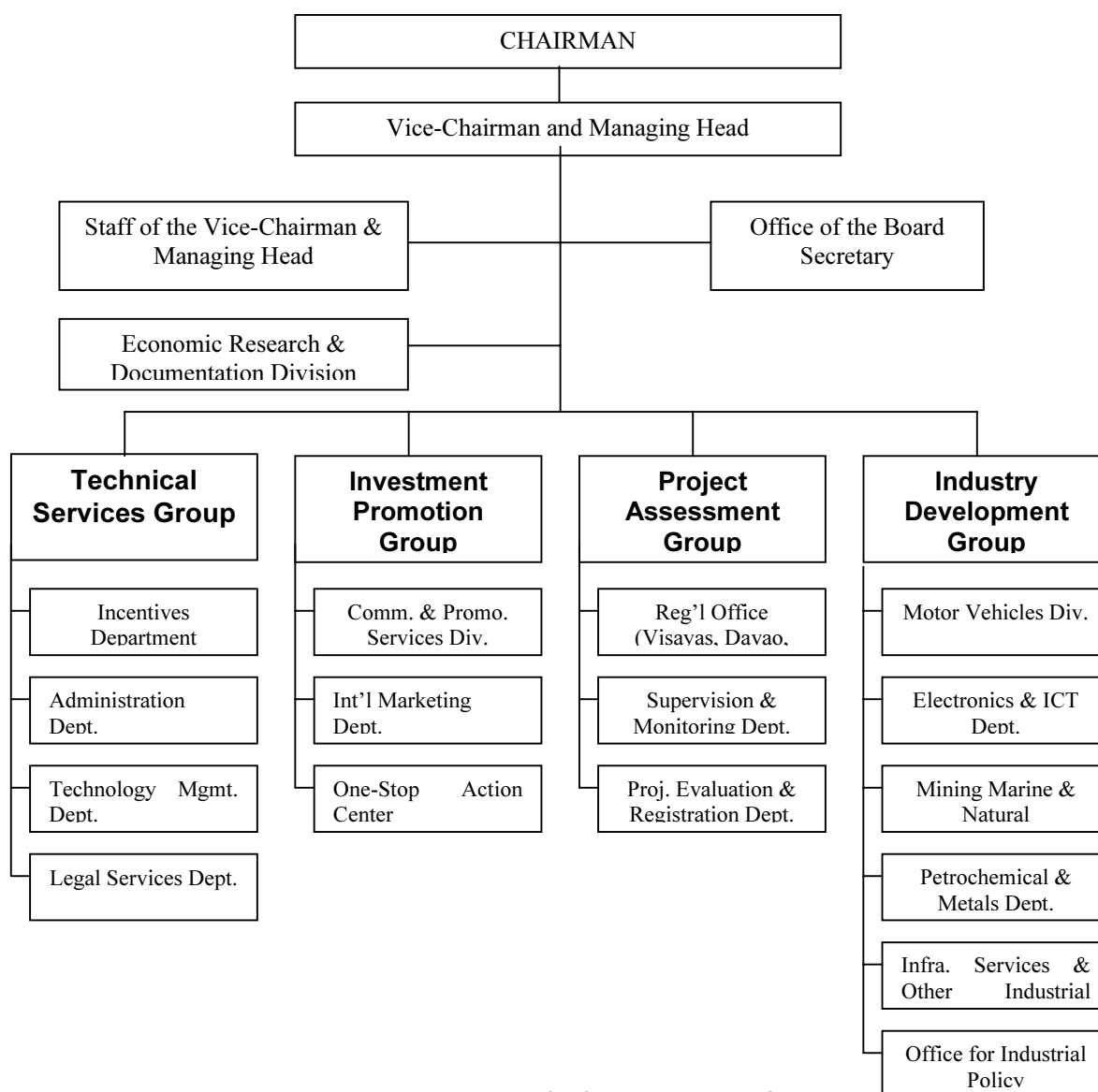


Figure 8.4.2 BOI Organizational Structure

8.4.3 Summary of the BOI-ISO Minutes of Meeting

The BOI Technical Working Group meetings were held 5 times, and the discussion and concerns raised in the meetings are summarized below, whose details are shown in Annex 6.19. The activities of the BOI Technical Working Group was summarized in Table 8.4.2.

Table 8.4.2 Summary of the Activities of the BOI-ISO TWG

	Date	➤ Activities
1	Feb.14, 2003	<ul style="list-style-type: none"> ➤ Overview of the BOI ISO Certification pilot project ➤ Formation of the Technical Working Group(TWG) ➤ Orientation of the Gap Analysis for BOI ISO 14001 Certification
2	Feb.21, 2003	<ul style="list-style-type: none"> ➤ Discussion on the current EMS Documents prepared by the

		previous BOI EMS Committee
3	Mar.5, 2003	➤ Discussion on Operational Control Procedures
4	Mar.17, 2003	➤ Discussion and Correction on the EMS Manual prepared by the previous EMS Core committee
5	May 5, 2003	➤ Review of Document Control and Recordkeeping Control Procedure

(1) 1st Meeting on February 14, 2003: Review-Orientation

The attendees were mainly composed of ex-members of EMR, who were designated for BOI's preparation for ISO Certification. The component of the BOI ISO Certification pilot Project on the Technical Specification under the EMPOWER Project were presented.

Formation of Technical Working Group (TWG)

On January 9, 2003, through a BOI Board Resolution, ordered was the reactivation of the previous Environmental Management Review (EMR) Committee headed by Gil Laquindanum, Director for the Administrative Department, on BOI's ISO Certification. The EMR, EMS Core committee plus the Environmental Unit of the Office of Industrial Policy composed the TWG.

Presentation of the Gap Analysis Orientation

The Orientation of gap analysis for BOI ISO 14001 Certification was conducted to the members. It was clarified that BOI was only able to prepare an EMS Elemental Procedures Manual, during the first ISO implementation under the UNDP-IISE project. BOI should prepare first an EMS Manual which serves as the main reference manual.

The key points presented to the members were:

- a. ISO 1400 implementation flow
 - Initial Environmental Review
 - Identification of Activities, Products & Services
 - Identification of Aspects and Impact (Operational Control, Emergency Preparedness, Legal & Other Requirement, Policy, Objectives & Targets, Environmental Management Program)
 - Monitoring & Measurement (Records, EMS Audit)
 - Structure & Responsibility (Training Awareness & Competence, Communication, Document Control & EMS Documentation)
 - Management Review
- b. ISO 14000 important terms were the definition of the environment, environmental aspect and environmental impact.
- c. Schedule of activities for the specific and detailed identification of gaps with regards to the ISO 14001 requirement
 - Review-Orientation-Workshop

- Review of EMS Manual and other document (desk)
- Presentation of EMS Manual Findings and Guidance for corrective measures
- Presentation of the findings of Elemental Procedures & Operational Control Procedures (OCP) Manual and Objectives, Targets & Programs (OTP). Guidance for corrective measures
- Guidance in preparation of OCP
- Guidance on the Document Control of EMS Manual, Elemental Procedures Manual and OCP Manual
- Gather of Proof of Implementation
- Continuation of Gathering of proof and Guidance to corrective measures

The pilot project only covers the above mentioned activities, other remaining ISO related activities that BOI needs to conduct are as follows:

- Preparation for Certification; Hiring of Certification Body
- Finalization of Selection of Certification Body
- Pre-certification Assessment
- First Stage ISO 14001 Audit
- Audit Findings Corrective Measures Guidance
- Final Stage ISO 14001 Audit

(2) 2nd Meeting on February 21, 2003: Presentation of Gaps/ Comments and Findings with regards to the current EMS Documents

There was problem within BOI in order to undergo preparation toward ISO 14001 Certification as some members are not interested to be part of the technical working group because they mentioned that they were already too pre-occupied with their work. This was resolved when Director Laquindanum ordered the members not interested in joining the group to explain to the management committee why they need to be pulled out of the group. There were no further objections after Dir. Laquindanum's directive.

EMS Gap Analysis Document Findings

Gap Analysis/ Comments and Findings to the EMS documents prepared in the previous BOI-EMS under the UNDP-IISE Project were presented. It was found that the compiled EMS documents did not have an appropriate title. There was no description of the core elements of the EMS and their related interaction (non-conformance to the ISO 14001 section 4.4.4 Environmental Management System Documentation). In addition, based on the standards provided for ISO 14001, a pro forma or guide on how to prepare an EMS Manual was provided to the members.

The following were the recommended corrective measures presented to improve the EMS documents.

- Prepare an EMS Manual where all elements of the ISO 14001 standard shall described. Reference to other related documentation shall be specified after each elements description

- The EMS Manual may contain the BOI organizational structure, which may include the different core teams structure and all other team structures. This will correspondingly comply with ISO 14001 section 4.4.1. Structure and Responsibility
- There is a need to include the following as "controlled documents":
 - a) Register of aspects and impacts and its ratings.
 - b) List of legal and other requirements. This may not only be limited to environmental laws but those that are related to the environmental aspects.
 - c) Compilation of Objective, Targets & Programs (OTP) and Environmental Management Program (EMP). This should also be available to applicable and specific areas of implementation.
 - d) Records as a result of EMS activities associated with monitoring and measurements, legal compliance, objective and targets status, training conducted, results of audit, corrective measures, changes in procedures, emergency drills records and management reviews.
 - e) Communications such as internal memo and external communication shall be compiled
 - f) Signage and symbols.
- Comments to improve the BOI-EMS version of Elemental Procedures Manual prepared during the UNDP-IISE are as follows:
 - a) BOI-ESP-01 - Identification of Aspects and Impacts
 - There is no mention that "aspects related to the significant impacts are considered in setting objectives and targets".
 - There is no mention that aspects rating "information are kept up to date".
 - b) BOI-ESP-03- Legal and Other Requirements
 - The procedure is limited only to environmental laws when the ISO standard specifies "Legal and Other Requirements" not Environmental Legal and Other Environmental Requirements.
 - c) BOI-ESP-04- Identification of Objectives and Target
 - There is no need to make this procedure. The standard does not ask for "documented procedures" but for "documented objectives and targets".
 - There is no mention of commitment to "prevention of pollution"
 - d) BOI-ESP-05-Environmental Management Program Procedure
 - There is no need to make this procedure. The standard does not ask for "procedures" but for "(a) program(s) "
 - There is no mention that the EMP are" programs for achieving objectives and targets"
 - There is no mention of amendments for " new developments or modified activities"
 - e) BOI-ESP-06-Training Awareness and Competence
 - No comment
 - f) BOI-ESP-07- Communication
 - Communication should not be limited to EMS only but to all kinds of internal and external communication that has relation to identified significant aspects
 - g) BOI-ESP-08-Document Control
 - No comments
 - h) BOI-ESP-09-Operational Control
 - There is no need to include Document Control as part of operational control procedure.
 - It only mentioned Purchasing and no reference for all other parts of BOI offices, which are identified as having significant aspects.

- i) BOI-ESP-10- Emergency Preparedness And Response
- No comment
- j) BOI-ESP-11-Monitoring and Measurement
- No comments
- k) BOI-ESP-12-Corrective and Preventive action.
- No comments
- l) BOI-ESP-13- Records Control
- No comments
- m) BOI-ESP-14- Internal Environmental Audit
- Audit is not only for Compliance to ISO 14001 Standard but for the organizations "planned arrangement".
- n) BOI-ESP-15- Management Review Procedure
- There is no need for Management Review Procedure

Please refer to Annex 6.20 for the part of corrected version of the Elemental Procedures Manual. Furthermore, the EMS Core agreed that they try to accomplish the preparation of an EMS Manual and improve the Elemental Procedures Manual based on the recommendations mentioned in the presentation.

(3) 3rd meeting on March 5, 2003: Preparation of Operational Control Procedures

Environmental Management Representative (EMR) Dir. Gil Laquindanum presented the draft copy of the EMS Manual. Although the presence of the team leaders for the five identified Environmental Management Program (EMP) namely, paper reduction, waste management, electricity conservation, water conservation and pollution prevention were expected, only team leaders for the first two programs mentioned were present during the meeting. Meanwhile, the respective EMP committee members represented the absences of other team leaders instead.

Details of the Operational Control Procedures.

Operational Controls:

The objective of operational controls (Environmental Controls) of activity, products and services in order to manage its significant aspects and impacts in line with its policy, objective, targets & programs (OTP).

Translation of policies and OTP into specific activities and tasks which are: to set out clearly what people need to do; to assist in identifying competencies; to form basis for measuring performance.

Three Categories of Activities Associated with Aspects in line with Policy and OTP:

- 1) Activities to prevent pollution and conserve natural resources like new capital projects, process changes, resource management, new products and packaging

- 2) Daily management activities to assure conformance to internal and external organizational requirements and ensure efficiency and effectiveness.
- 3) Strategic management activities to anticipate and to respond changing environmental requirements

Elements of Operational Control Procedures:

Control of Inputs: design and selection of premises; design and selection of plant equipment and raw materials; plant equipment and raw materials and methods used by contractors; recruitment; and legislative review.

Control of Work Activities: management control; employee cooperation; training; work tasks; emergency preparedness and response

Control of Outputs: products and services; environmental aspects/impacts

Operational Control Activities:

Water Pollution: wastewater disposal; wastewater treatment; wastewater recycling and re-use; contaminants retrieval; avoidance of wastewater; change of materials; source reduction.

Air Pollution: emission control; gas scrubbing; retrieval of airborne contaminants; stacks design; flume analysis modeling

Soil, Land Ground Contamination: solid waste management; hazardous waste management; industrial waste exchange program; spillage control; remediation; due diligence

Resource Usage: water conservation; energy conservation; manpower efficiency; other sources of conservation; eco-efficiency

Health and Safety Hazards: personnel protective equipment; first aid measures; health practitioners standard operating procedures, health programs; safety policy; occupational health and safety management systems; preventive actions

Other effects: noise control; aesthetic design consideration, space evaluation; vibration control; personnel protective equipment; complaints mechanism; communication

Potential Problems that may arise with Regards to Operational Control:

- Incomplete identification of potential environment impact
- Inaccurate risk assessment
- Poor or ineffective consultation of draft procedures
- Lack of consideration of “human factors
- Poorly written and/or implemented work instruction

- Lack of, or ineffective training and understanding by users
- Not kept up-to-date with organizational and operational changes
- No monitoring or review of appropriateness and implementation
- Ineffective incorporation of legislative requirements
- Not building in continual improvement

Examples of Environmental Incidents due to Human Factors:

- General health and fitness affect concentration which can vary markedly
- Complacency “we’ve done this job this way w/o problem”
- Fatigue, whether from work or domestic activities
- Boredom
- Rushing and cutting corners to save time and effort
- Panic in emergency situations
- Over-eagerness or not following the procedures
- Inter-group relationships

How to avoid these problems:

- Introduction of fail-safe mechanisms
- Prevention of problems by removal of hazards and negating the risk
- Management control and supervision
- Procedures supported by training and awareness activities

Conclusions

A well-developed, clearly documented operational control procedures are essential for minimizing environmental risks. They must specify how tasks are to be carried out, who is responsible and when they are to be performed.

They must cover the normal situation and explain how departure from normal circumstances and emergencies will be dealt.

They must be available to all appropriate personnel, and provisions must be made to keep them up to date.

(4) 4th Meeting on March 17, 2003: Corrective Measures on the EMS Manual

The EMS manual serves as the main reference material for the elemental procedures and operation control procedures manual. Supposedly this should have been the first manual the previous EMS Core Committee of the UNDP-IISE Project, should have prepared before they came up with the Elemental Procedures Manual (refer to the March 3, 2003 meeting).

Summary of Comments on the BOI-EMS Manual

Clerical Errors

- a. No page number
- b. No name of originator on the second page
- c. Prepared by “core team” instead of implementation committee
- d. Third page is not appropriate for BOI personnel
- e. No sign-off in the bottom of table of contents in third page
- f. There is no implementation committee in the structure

EMS Manual based on the ISO 14001 Standards Requirements

- a. Environmental policy – no comments
- b. Environmental Aspects –
 - No description that BOI shall establish and maintain procedure to identify aspects and evaluate impacts
 - There is no mention of “control and influence”
- c. Legal and other requirements
 - No description that BOI shall establish and maintain a procedure identify and have access to legal and other requirements.
 - Listing of regulations is not necessary to be listed in the manual
- d. Objectives and Targets
 - There is no mention that BOI shall establish and maintain a documented objective and targets at each relevant level and function of the BOI.
 - Objective and Target matrix is not necessary in the manual because it is dynamic
- e. Environmental Management Program
 - There is no mention that BOI shall establish and maintain a documented EMP
- f. Structure and Responsibility – No comment
- g. Training, Awareness and competence
 - There is no mention that BOI “shall establish and maintain procedure on identifying training needs
- h. Communication
 - There is no mention that BOI “shall establish and maintain procedure for external and internal communication.”
- i. Documentation
 - There is no need for a procedure in EMS documentation
- j. Document Control
 - There is no description but reference only to 4.1 of the manual but the requirements of the standards to “establish and maintain a procedure on document control.
- k. Operational Control

- There is no mention that BOI “shall establish and maintain procedure where its absence could lead to deviation.
- l. Emergency Preparedness and Response
 - There is no mention that BOI “shall establish and maintain procedure where its absence could lead to deviation.
 - There is no mention that the procedure is subject to review and revise after an emergency condition happens
- m. Checking and corrective action
 - It only focus on the generator set and air-condition. It is not only the activities of BOI
- n. Non-conformance corrective and preventive action
 - There is no mention that BOI “shall establish and maintain a procedure which includes responsibilities in the NCCPA
- o. Records
 - There is no mention that BOI “shall establish and maintain a procedures in recordkeeping”
- p. EMS Audit
 - There is no mention that BOI “shall establish and maintain documented audit program and procedure”
- q. Management Review – No comment

(5) 5th Meeting on May 5, 2003: Review of Document Control and Record keeping Control Procedure

A short run-down of the Operational Control MS PowerPoint slides was presented to the EMS Core Committee for review. The group then reviewed and corrected the MS Word file of the Document Control Procedure and Record Control Procedure that were flashed in the multi-media projector. (Refer to Annex 6.20– Elemental Procedures Manual: Document Control and Record Control Procedure for the corrected version)

The EMS document controls the corrected version for the OCP for the Environmental Management Programs, which defined the activities for achieving the objectives and targets consistent with the EMS Policy. The BOI-EMS Core Committee has identified 5 EMP namely: paper conservation, electricity conservation, water conservation, pollution prevention and waste management. The EMP documents were to be routed to the Core committee for review. (Refer to Annex 6.21 - Operational Control Procedures Manual for the corrected version)

8.4.4 Updates and Challenges of BOI-ISO

The implementation of the activities of the pilot project was behind by about 2 months due to unforeseen events. Proof of EMS implementation and corrective measure of gaps on implementation will depend on how soon the Operational Control Procedures (OCP) Manual would be finalized and approved. On the other hand, the preparation for the ISO 14001 Certification will depend on the available budget of the agency.

Table 8.4.3 Activities, Proposed Schedule and Actual Date Accomplished

Activities	Schedule	Date Accomplished
1. Workshop/ Introductory Sessions	4 th wk of Jan – 1 st wk of Feb	Feb 14, 2003
2. Review of EMS Manual	2 nd wk of Feb	
3. Corrective Measures for EMS Manual	3 rd wk of Feb	Mar 17, 2003
4. Corrective Measures for Elemental Procedures Manual	3 rd – 4 th wk of Feb	Feb 21, 2003
5. Preparation of Operational Control Procedures	1 st wk of Mar	Mar 5, 2003
6. Document Control and Recordkeeping Control	2 nd – 3 rd wk of Mar	May 5, 2003
7. Gather proof of EMS Implementation	4 th wk of March – 1 st wk of Apr	
8. Corrective measures of gaps on EMS Implementation	1 st – 2 nd wk of Apr	
9. Preparation for the ISO 14001 certification process	2 nd wk of Apr	

To date, all the necessary document procedures listed in each of the OCP in the Environmental Management Programs (EMP) have already been accomplished. The EMP Team Leaders (EMPTL) need to prepare a summary report in their respective EMP the Status Report Form (SRF), and Performance Report Form (PRF) used for the monthly monitoring of the planned and actual activities of this EMP that will be submitted to the EMR (Refer the Annex 6.22 Operation Control Procedures: SRF and PRF Forms). The SRF and PRF will be used as baseline data to determine if it is in conformance with the EMS – OTP (Refer the Annex 6.23 Elemental Procedures Manual: Objective, Targets & Program). On the other hand, the Training and Promotion Team of the EMS Core Committee needs to prepare, update the number and locations of signage or posters for each of the EMP.

In the meantime, the OIP-Environmental Matters Division has consolidated the monthly electricity bills, water bills, and paper purchases starting in January 2003. The data will be collated and tabulated into the SRF & PRF for EMP on Electricity Conservation, Water Conservation and Paper Conservation programs respectively. The report forms will be evaluated eventually to check if the result of the EMP is in conformance to the OTP of the BOI-EMS.

Due to the current budgetary constraint, the BOI cannot commit to apply for ISO 14001 Certification immediately after the completion of the pilot project. However, the BOI can be ready to implement the EMS if members of the Technical Committees would start doing their assigned task based on the OCP for the EMP.

8.5 Summary of the Ecolabeling Program and Green Procurement Policy Pilot Project

8.5.1 Empowerment of Relevant Parties through Pilot Project Implementation

The ecolabeling program and green procurement policy pilot project aimed to enhance capacity of relevant parties through project implementation. Table 8.5.1 summarizes targeted parties and types of the empowerment from November 2002 to August 2003.

Table 8.5.1 Empowerment of Relevant Parties through the Ecolabeling Program and Green Procurement Policy Pilot Project

Target	Type of Empowerment	Method
C&GF (ELP Secretariat)	Learned necessary procedures for management of ecolabeling program and standardized the procedures (preparation of operation manual, application forms, and guideline)	Training and advice by Japan Environment Foundation (secretariat for Japanese ecolabeling program)
	Increased the awareness of consumers and industries toward the program and ecolabeled products	Launching event, IEM exhibition, seminar, press release
ELP Technical Working Group	Learned items necessary for product criteria (detergent and tissue paper)	Advice by Japan Environment Foundation
Manufactures of Ecolabeled Products	Ecolabeling program (Green Choice Philippine) become available for them to officially present their products as environmentally preferable product at the market	Launching of Green Choice Philippines
BOI	Accredited the green procurement policy Prepared the action plan	Collection and analysis of information about green procurement policies, seminar
	Promoted the significance of GPP to other government agencies and product suppliers	Seminar, exhibition
EMS Core Committee	Recognized necessary documents for ISO Acquisition and EMS implementation	Workshop for BOI staff, training

8.5.2 Evaluation of the Pilot Project

(1) Results of the Pilot Project

The ecolabeling program and green procurement policy pilot project steering committee evaluated the project using the PDM in August 2003, when the project was almost completed.

Table 8.5.2 Results of the Ecolabeling Program and Green Procurement Policy Pilot Project

Project Summary	Objective Verifiable Indicators	Results	Important Assumptions	Status Assumption
<p>Overall Goal</p> <ul style="list-style-type: none"> Development and marketing of eco-products (less environmental impact) are promoted. 	<ul style="list-style-type: none"> Share of ecolabeled products within the same product category is increased by 10% by July 2005. 	<ul style="list-style-type: none"> Unable to obtain information 	<ul style="list-style-type: none"> Ecolabeling program is self-sustained. 	<ul style="list-style-type: none"> Not self-sustained financially at this point
<p>Project Purpose</p> <ol style="list-style-type: none"> Ecolabeling program is established. Development and adoption of green procurement policy is promoted. 	<ol style="list-style-type: none"> Establishment of the ecolabeling program is publicly announced by June 2003. At least one government agency other than BOI adopts green procurement policy by June 2004. 	<ol style="list-style-type: none"> Launching event was held in March 2003. Impossible to judge at this point 	<ul style="list-style-type: none"> Consumers' environmental consciousness is high enough to prefer ecolabeled products rather than noncolabeled products. 	<ul style="list-style-type: none"> Impossible to judge at this point
<p>Outputs</p> <ol style="list-style-type: none"> A master plan (strategic plan) on the establishment of the ecolabeling program is adopted. Product criteria are developed for two product categories. System to accept applicants for ecolabeled products is established. The first ecolabeled product is accredited. Awareness of consumers and industries toward ecolabel is increased. BOI adopts green procurement policy and action plan. BOI is ready to apply for ISO14001 certification. 	<ol style="list-style-type: none"> A strategic plan on the establishment of the ecolabeling program is adopted by the ELP Board by July 2003. Product criteria for two product criteria are adopted by the ELP Board by August 2003. Operation guideline is developed by June 2003. At least one product is accredited for ecolabel by March 2003. Green Choice Philippine is launched by July 2003. Participants to seminars and recipients of leaflet are more than 1,000 by July 2003. Green procurement policy and action plan including targets are adopted by BOI by July 2003. Necessary documents for BOI's ISO 14001 application are complied by July 2003. 	<ol style="list-style-type: none"> Strategic plan was adopted by ELP Board on 19 August 2003. ELP Board accredited 4 product criteria by August 2003. Operation guideline and manual were established on Aug. 19, 2003. A Detergent product was accredited as the first ecolabeled product in March 2003. 1,500 persons participated to seminars and/or received leaflets of Green Choice Philippines. GPP and the Action Plan were adopted. EMS Documents were prepared by July 2003. Necessary documents for ISO Certification were not prepared as EMS implementation is unexecuted. 	<ul style="list-style-type: none"> BOI and other government agencies commit to adopt green procurement policy. 	<ul style="list-style-type: none"> BOI adopted GPP and NEDA has willingness to adopt GPP.

(2) Summary of Project Evaluation

Based on the PDM prepared during the project, the JICA Study Team evaluated the project as follows:

Table 8.5.3 Summary of Ecolabeling Program Evaluation

Evaluation Item	Evaluation Results	Basis for Evaluation
Efficiency	High	<ul style="list-style-type: none"> The Japanese expert dispatched to the Philippines provided proper guidance meeting the needs of C&GF staff. Documents necessary for program management (strategic plan, operation manual, certification guideline, application documents) were prepared, and adopted by the ELP Board. Four product criteria were approved by the Board. Awareness of consumers and industries toward ecolabeling program was increased through launching event, exhibition, seminar and distributed leaflet.
Effectiveness	Achieved	<ul style="list-style-type: none"> Ecolabeling program (Green Choice Philippines) was established.
Impact	Positive impact	<ul style="list-style-type: none"> Green Choice Philippines was publicized since President Arroyo attended the launching event and it was reported by many mass media. ELP secretariat has initiative in preparing the draft of Executive Order for establishing GPP for all departments.
Relevance	High	<ul style="list-style-type: none"> Ecolabeling program was started with consensus among government ministries.
Sustainability	Slightly high	<ul style="list-style-type: none"> ELP secretariat prepared necessary documents for the program management and established 4 product criteria. Network with JEN was established. Financial independence has been pursued since there are few ecolabeld products.

Table 8.5.4 Summary of BOI's Green Procurement Policy and ISO Acquisition Pilot Project Evaluation

Evaluation Item	Evaluation Results	Basis for Evaluation
Efficiency	GPP: High ISO: Low	<ul style="list-style-type: none"> Information of GPP adopted by other countries were collected as the schedule. BOI adopted GPP and the action plan and commenced the green procurement. Few staffs attended workshop. Necessary documents were prepared, but EMS was not implemented.
Effectiveness	Impossible to judge at the point	<ul style="list-style-type: none"> GPP adoption by government agency but BOI should be evaluated long before.
Impact	Both positive and negative impact	<ul style="list-style-type: none"> NEDA has willingness to adopt GPP. Additional budget is required for ISO acquisition.
Relevance	High	<ul style="list-style-type: none"> The Government is promoting GPP in RA9003.
Sustainability	GPP: High ISO: Low	<ul style="list-style-type: none"> BOI's GPP and action plan were approved by the Board and executive members recognizes the significance.

Evaluation Item	Evaluation Results	Basis for Evaluation
		<ul style="list-style-type: none"> • Staffs do not have strong incentive to implement EMS. • EMS has not been practice, and relevant activities have not started. • Necessary budget for ISO acquisition is not secured.

(3) Conclusion

Establishment of ecolabeling program and the GPP adoption were highly evaluated. The evaluation results are attributed to strong engagement of staffs since roles of C&GF as the secretariat of ecolabeling program and logistic division in charge of GPP were defined. As for ISO acquisition, BOI staffs were not assigned to activities such as attending meeting for preparing necessary documents, and EMS Core Committee members consisted of each sections were not fixed, furthermore few members attended the committee. Consequently the preparation for applying ISO was not completed as scheduled. Consideration this situation, the JICA Study Team identified concerns of directors of other sections about ISO, and added “Directors of other sections of BOI are supportive for their staff involving the preparation of ISO 14001 application” to pre-condition in PDM. This point should be endorsed by BOI before commencement of the pilot project.

8.5.3 Recommendations

(1) Increase of ecolabeled products

Ecolabeling program must be financially covered by user fee of Logo in order to be self-sustained, by preparing new product criteria and conducting information activity. ELP secretariat is expected to promote Green Choice Philippine, encourage industries to apply for ecolabeled product, and have strong initiative of lobbying in the adoption of Executive Order for establishing GPP for all government agencies. It is desirable that the Secretariat will establish network to promote green procurement by companies.

(2) Rearrangement of BOI’s Organizational structure for ISO14001 acquisition

BOI should start implementing EMS as early as possible to apply for ISO14001 certification. For implementing EMS, it is recommended that BOI will introduce incentives such as an award system to increase motivation of the BOI staff, and officially assign EMS Core Committee members with support of directors so that the members lead necessary activities for ISO acquisition.

8.5.4 Lessons Learned

If activities, which are not involved in daily task/usual work such as environmental management, are conducted across departments/divisions, it is important to establish organizational structure for the implementation, for example, staff acknowledges the significance and every section provides necessary manpower.

Part 3

Information Dissemination Under EMPOWER Project

Chapter 9

EMPOWER Seminars

9 EMPOWER Seminars

9.1 Overview of the EMPOWER Seminars

To reach various industries and increase their awareness of IEM and EMPOWER activities, the BOI and the Study Team held four one-day seminars. Table 9.1.1 presents the dates, objectives, and number of participants of the seminars. Seminars 1-3 were held in Astoria Plaza, Pasig City while Seminar 4 was in Manila Peninsula Hotel, Makati City. Programs and attendants lists for the seminars are collected in Annex 9.

Table 9.1.1 Summary of the EMPOWER Seminars

Seminar	Date	Objectives	No. of participants*
1	August 1, 2002	Reach various industries and identify the needs of the sector	67 (60% industries, 18% government, 9% ESPs, 13% other)
2	October 16, 2002	Present the following: *framework of the IEM Action Plan and the role of the government, industrial association, industries and NGOs *current efforts and trends in IEM promotion *pilot projects on waste minimization, integrated information system, & ecolabeling *status of information on the technologies/methods to reduce waste and improve productivity	86 (58% industries, 24% government, 7% ESPs, 11% other)
3	February 5, 2003	*Inform various industries and stakeholders on the progress of the pilot projects and the proposed National IEM Action Plan *Provide an opportunity to share experiences, insights and feedback to improve on the implementation of the projects and the design of the Action Plan	86 (95% industries, 2.5% government, 2.5% ESPs)
4	June 9, 2003	*Inform target industries and stakeholders on the results of the pilot projects and final draft National IEM Action Plan	70 (52% industries, 44% government, 4% ESPs)

*No. of participants excluding BOI counterpart and JICA Study Team members

Topics Covered. The seminars chronicled the progress of the EMPOWER project, starting from review of various IEM projects; search for current efforts and trends in IEM promotion such as ecolabeling, EMS accreditation scheme, and industrial waste exchange; development and implementation of pilot projects; to the development of national IEM action plan.

Type of Participants. The team initially selected 100 small and medium enterprises and their business associations based on the 18 priority sectors. Other stakeholders such as the government (BOI (other than OIP), DENR, DOH), academe, financing institutions and donor

agencies were also invited. Due to the difficulty of inviting the SMEs, other large companies that practice “greening the supply chain” such as Nestle Philippines were invited, together with their committed suppliers. As the objective of the EMPOWER project became known, a number of environmental service providers attended, too.

Participants Feedback. The feedback of participants guided the selection of succeeding seminar topics. In the last two seminars, comments and issues were incorporated in the IEMAP. Only a few returned the feedback forms in spite of repeated appeals during the seminar.

9.2 The 1st EMPOWER Seminar

9.2.1 Seminar Objective

The first seminar was held to reach various industries and facilitate the identification of needs of the sector in advancing industrial environmental management.

9.2.2 Topics Covered

The directors from BOI, JICA, and EMPOWER Study Team discussed the importance of industrial environmental management (IEM) in environmental conservation, and the objectives and activities of EMPOWER. The accomplishments of projects that promoted IEM such as PRIME and IISE were also presented. Companies (2 SMEs and 3 LEs that adopted environmental management system (EMS)) shared their experiences and enumerated the benefits derived. The JICA Study Team summarized the lessons learned from IEM projects in the past and areas to be targeted under the EMPOWER project. Based on the information provided during the seminar, participants raised questions and comments. Topics of the seminar are summarized in Table 9.2.1.

Table 9.2.1 Topics of the 1st EMPOWER Seminar

Topic	Contents
JICA’s approach to promotion of cleaner production (CP)	Provided rationale of JICA assistance for the industry sectors and strategies to promote CP (utilization of market mechanism, focus on private sector, enhancement of government policies to develop SMEs, and summarizing Japanese experiences and their application to other countries).
EMPOWER project	Introduced objectives, activities and timeframe of the EMPOWER project.
PRIME project	Presented policies developed through the PRIME project funded by UNDP and measures to promote IEM.
IISE project	Listed accomplishments of the IISE project funded by USAID as the Philippine EMS accreditation program and government-industrial partnership with academe,

Topic	Contents
	NGOs, and Local Government Units, and promotion of environmental management accounting. Pointed out a need to continue building on the foundations, industry self-regulation and building of IEM databases.
Case studies to improve environmental performance (1)Nutri-licious Foods Cooperation	Listed benefits of implementing EMS as improvement of corporate image, market access and environmental compliance. Pointed out difficulties to implement EMS as the cost of an effective wastewater treatment facility, lengthy processing of application, organizational restructuring, and personnel assignment.
Case studies to improve environmental performance (2)Redisol	Introduced benefits of EMS as environmental compliance through stopping the use of ozone depleting chemicals in aerosol products, improved water and energy conservation, and eliminated accidents and chemical spills.
Case studies to improve environmental performance (3)Bayer	Introduced their responsible Care program (waste reduction, material recycling and saving)
Case studies to improve environmental performance (4)Fujitsu	Showed that the keys to success of ISO 14001 certification are commitment of management and staff, sufficient resources, regular audit and reviews for continual improvement, communication with internal and external parties, and willingness to adopt the best available technologies.
Case studies to improve environmental performance (5)Honda	Presented the results of ISO 14001 certification ISO14001 (78% reduction in garbage, 26% increase in income from scrap sale, 12% reduction in energy costs, 100% proper treatment of hazardous wastes).
Lessons from the past IEM projects	Past projects could be grouped into assessment of existing situation of industrial pollution and performance, pollution abatement instruments such as legal/regulatory, market-based, knowledge, and evaluation of relationships and performance of responsible public sector organizations. Among the numerous recommendations that can help develop the national IEM agenda are improvement of the information base of industrial pollution; identification of high polluting sectors; information and training to industry and industry associations; and, dialogues between decision makers and industry leaders on existing proposals for institutional reforms and incentive policies.
Actions for advancement of IEM	Exchanged opinions on necessary actions for advancement of IEM based on the above presentations.

9.2.3 Results of the 1st Seminar

Total of 67 persons participated the 1st seminar. The participants are production managers, PCOs, and those in charge of environment and safety of the companies from 13 industry sectors, representatives of the eight industry associations, staff of relevant government organizations, academe, and environmental consultants (see attendance list in Annex 9.1).

Based on the presentations on IEM projects and experiences of individual companies to promote IEM, the participants raised the following issues regarding actions for advancement of IEM during the Open Forum:

- (1) Information needs of industries: Among these are (a) research and regulations, e.g. health impacts; (b) financial resources, e.g. banks providing environmental loans, ceiling, interest, and payment duration period; (c) capacity building for SMEs, e.g. various EMS information in publication, manual, modules.
- (2) Service providers. PATLEFAM, and PCAPI offer service for policy advocacy, training and publications. TLRC has information materials on EMS. The Department of Science and Technology advocates for EMS training of regional people who will serve as trainers.
- (3) Other EMS promoters that should be considered. Local government units, Department of Agriculture (because of agribusiness), and the Department of Education, Culture and Sports (DECS).
- (4) More promotion: Ecolabeling for export-oriented industries; Responsible Care Program for suppliers (should be voluntary) over and above compliance with environmental laws.
- (5) Sustainability of projects through local funding sources such as creation of brown fund and wider application of pollution charges.
- (6) IEM case studies should include other aspects such as process analysis and optimization, no or less cost options, use of less expensive and environmentally friendly raw material, improvement of industrial processes using upgraded/updated equipment with advanced control systems, and impact on consumers.

9.2.4 Participants' Evaluation of the Seminar

Twenty-three participants filled out the feedback form. Based on the feedback forms, Fujitsu (8), PRIME (7), government partnership (7) and lessons learned (7) are the more popular choices among the topics discussed. Most needed information topics are technologies (15) and financial instruments (14) to implement EMS. Seven participants felt that the seminar was informative, well organized, and inspiring, but three said that the objective of the seminar was not quite clear, feedback portion was too short, and time management must be observed.

9.3 The 2nd EMPOWER Seminar

9.3.1 Seminar Objectives

The 2nd EMPOWER seminar was held to introduce a framework of the IEM Action Plan and pilot projects on waste minimization, integrated IEM information system, and ecolabeling and present the current efforts and trends in IEM promotion and status of information on waste reduction technologies.

9.3.2 Topics Covered

Many of the 1st EMPOWER seminar participants requested information about IEM technologies and environmental loans; the 2nd EMPOWER seminar introduced progress of the EMPOWR project and provided information about information sources of waste minimization technologies, Industrial Waste Exchange Program, low interest loan to environmental projects by the Development Bank of the Philippines, Japanese experience in ecolabeling, and preparation of pilot projects under the EMPOWER project (see Table 9.3.1). The program of the seminar is collected in Annex 9.2.

Table 9.3.1 Topics of the 2nd EMPOWER Seminar

Topic	Contents
Trends in IEM promotion	Summarized current situations and issues of IEM promotion by tools related to information/knowledge/awareness raising, laws and regulations, and economic incentives. Explained the framework of a national IEM Action Plan.
Information about waste minimization technologies	Presented names, media, and source of information useful to waste minimization (distributed a list of the information).
Loans to environmental projects	Introduced the low interest loan to environmental projects administered by the Development Bank of the Philippines (conditions, interest rates, and payment period).
Industrial Waste Exchange Program	Explained how to use the Industrial Waste Exchange Program managed by PBE.
Ecolabeling program	Introduced other countries' experiences in ecolabeling program, types of ecolabels, and background and overview of Japanese Eco Mark program.
Philippine EMS accreditation system	Explained actions for having an EMS accreditation body in the Philippines.
Pilot projects under the EMPOWER project	Explained outline (objective, activities, implementing bodies) of the three pilot projects (waste minimization, IEM information system, and ecolabeling and green procurement policy).
Exchange of opinions on IEM promotion	Exchanged opinions on IEM promotion based on the above presentations.

9.3.3 Results of the 2nd Seminar

Total of 86 persons participated the 2nd seminar. The participants are production managers, PCOs, and those in charge of environment and safety of the companies, staff of relevant government organizations, academe, and environmental consultants (see attendance list in Annex 9.2). Many questions were asked on the banking requirements and loan usage. The issues raised by the participants are summarized as follows:

- (1) Incentives are needed to encourage IEM investments because business view environment as a cost center and not a priority. Disincentives such as taxes should also be raised in order to raise financial resources.
- (2) Labor unions have a role as stakeholder in environmental management. Initial efforts in IEM promotion are directed towards management to encourage IEM investments. When management invests in EMS, the labor sector becomes part of the implementation.
- (3) An integrated information center is needed to consolidate various data on locally available IEM technologies, and promote doable and inexpensive technologies. .
- (4) Enforcement applies to all, but the trend is close monitoring of compliers rather than the violators and non-compliers. Compliance is limited because implementation is stricter than the law. Corruption in monitoring, inspection and enforcement should be addressed.
- (5) Customer demand drives compliance of global markets. One strategy to steer local industries in adopting IEM is ecolabeling which will create demand for environment friendly products.
- (6) Although banks have financing programs for environmental projects offering low interest (as dictated by the Department of Finance), the economic situation of the country results in low usage of loans. Financing is needed for environmental monitoring equipment, wastewater treatment, training programs, and subsidiaries based in the country.
- (7) Business associations could be good liaison for SME environmental concerns, e.g. PHILEXPORT signed an agreement with DENR to develop a checklist of non-covered industries for ECCs.

9.3.4 Participants' Evaluation of the Seminar

Thirty-six (36) participants filled out feedback forms: 9 from the government, 24 industries (11 PCOs, 13 others), and 3 unidentified. Pollution Prevention Information Location (29), Cash for Trash (23), Trends in IEM Promotion (21), EMS Accreditation (20) are more evaluated as very useful among the topics discussed. More needed information topics are technologies (24), IEM tools (24), and environmental consultants (16).

Among the consolidated comments of the participants:

- (1) Seminar is very informative, very good, very helpful, productive, exhaustive, comprehensive, honest. Good topics and well organized.
- (2) This is a venue for networking and linkages for EM and exchange for cashable trash.
- (3) Please provide the following:
 - series of seminar inputs
 - list of environmental service providers
 - list of participants and contact number
 - Basic information on different projects

9.4 The 3rd EMPOWER Seminar

9.4.1 Seminar Objectives

The 3rd seminar was held to inform various industries and stakeholders on the progress of the pilot projects and the proposed National IEM Action Plan and to provide an opportunity to share experiences, insights and feedback that will improve the implementation of the projects and design of the Action Plan.

9.4.2 Topics Covered

Three speakers from Philippine Business for the Environment, Clean and Green Foundation, and the Board of Investments presented the progress of the pilot projects while the JICA Study Team gave an overview of the draft National IEM Action Plan (IEMAP).

9.4.3 Results of the 3rd Seminar

Total of 86 persons participated the 3rd seminar. The participants are production managers, PCOs, and those in charge of environment and safety of the companies, representatives of industry associations, staff of relevant government organizations, and environmental consultants (see attendance list in Annex 9.3). After the presentation on the pilot projects under the EMPOWER project, the participants were divided into two groups to get their feedback on the draft IEMAP through Technology of Participation. All the participants were able to write and elucidate their comments and concerns; they recommended the following issues should be considered in the IEMAP:

A. Comprehensive Recycling Policy

1. Preparation of national inventory of recyclable materials
 - Inventory (sectoral basis)

- Directory of recyclers and consolidators (mostly Manila-based)
 - Possible products and markets
 - Recyclable materials also include hazardous wastes
2. Formulation of policies to promote recycling industry
 - Redefine what “recyclable mean
 - Include recyclables and potentially recyclable wastes
 - Interagency policy formulation
 - Create market
 - Involve LGUs e.g. barangay help them identify the materials recovery facility location
 - Legitimize informal recyclers, e.g. formation of environmental cooperatives
 - Conduct market analysis both in Metro Manila and provinces
 - Determine critical mass e.g. volume/characterization of waste
 - Provide funds for small recycling businesses
 - Economic incentives to promote recycling
 - Formulate and implement policies (e.g. polluters pay) to promote recycling
 3. Enhancement of legal and regulatory framework for recycling
 - Less stringent requirements e.g. frequency of reporting and penalties for violation and discounts
 - Need to establish Memorandum of Agreement to define roles and responsibilities of government agencies and mechanics of a clearinghouse
 4. Selection of priority projects
 - Prioritize with highest negative impact
 - Replicate the experience of broken glass collector, e.g. case study

B. IEM Technology Promotion

1. Technology Promotion
 - Integrated IEM Technology information clearinghouse
 - Include media
 - Awards and recognition to spur mobilization, e.g. National Environment Quality Award
 - Industry associations explore the feasibility of common service facility, e.g. waste treatment facility, to save cost
 - Establishment of industry specific environmental performance indicators
2. IEM Technology Assessment including Environmental Cost Accounting (ECA)

- Quantify benefits and savings for top management support and potential investors
 - Promotion of Environmental Guidelines
 - Needs assessment prior to technology application
 - Assessment criteria, inclusion of adaptability (in the Philippines) as an evaluation criteria, e.g. availability of repair centers
 - Customized IEM technology packaging for selected industrial clients (there are only few practitioners on environmental accounting)
3. Preparation of Code of Best Management Practices for IEM
 - Best practices/technologies for industries, e.g. PCCI and MAP
 - Sector guidebooks for specific industries, e.g. nata de coco, electroplating (by ITDI/DOST)
 - Conduct a needs assessment for each specific type of industry
 4. Capacity building of industry association and members
 - Priority to sugar milling, electroplating, coco-based industries, and furniture and wood-based industry
 - Sustained industry training for waste minimization

C. Fiscal and Financial Incentives

1. Lack of awareness on available incentives/accessibility and simplification of procedures for accessing incentives and financing.
2. Recognition or awards such as tax deduction for good environmental performance.
3. A multi-criteria decision framework in the development of an integrated system of incentive.
4. Full cost accounting in the analysis of proposed incentive schemes or options
5. Incentives for equipment upgrading since old outdated equipment produce pollution.
6. Inclusion of furniture manufacture as a priority sector because it produces toxic wastes and paint sprays cause air pollution.
7. Appropriate incentives could be identified while doing feasibility studies.

D. Legal and Regulatory Measures

1. Consideration of inadequate enforcers or poor training of enforcers as an issue.
2. Strengthening of “community pressure” to enhance industry compliance to environmental regulations.
3. Position papers for legislators and DENR regarding environmental bills and need for amendment of existing laws and regulations. An example is the pollution charge that should be expanded nationwide because it induces more compliance.
4. No incentives to industries to implement environmental laws.

5. Limited budget for the government to assist the industries to comply with environmental standards thru IEC and environmental technology dissemination. SMEs are also constrained to implement EMS because of limited budget.
6. Establishment of Green Purchasing Policy among industries would create a demand for “green products” and environmentally prepared raw materials.
7. Promote LLDA practice on IEM promotion: sharing of information with Pollution Control Officers and 20% discount on charges and fees if paid within 15 calendar days. It uses the revenue from Environmental Users Fee for water quality management program and projects such as infrastructure, technical assistance center and training. Twenty percent of the revenue collected are shared with the LGUs for their environmental project especially the establishment of sewage treatment system.
8. Harmonization of incentive packages of DENR, LGU, BOI and PEZA.

E. General Comments

1. There is a need for basic environmental education, and making industries aware of the importance of environmental management plans.
2. Other government agencies should be involved in the IEMAP such as the Department of Health and Department of Energy.

9.4.4 Participants' Evaluation of the Seminar

Nine participants out of 86 provided their feedback on the seminar: 3 from the government, 3 industries (2 PCOs, 1 other), 1 donor agency and 2 consultants. Based on their response, Waste Minimization and IEM Action Plan, and Ecolabeling were useful topics.

Consolidated comments of the participants are as follows:

- (1) The seminar topics are very enlightening/informational and the seminar gave the participants the chance to interact with each other on issues pertaining to technology promotion as other priority actions of IEMAP.
- (2) It is an informative seminar but objectives are broad and may not be achieved.
- (3) The draft National IEM Action Plan at least provided a bird's eye view on what is going on in the industry sector. The presentation on Greening BOI was well below expectations. It just shows that the institution spearheading the campaign is not even prepared for IEM.

It seems that BOI is still in the process of “greening.” The incentives for BOI registered industries should be expanded to apply also to non-registered SMEs subject to pertinent requirements.

9.5 The 4th EMPOWER Seminar

9.5.1 Objective

The 4th EMPOWER seminar was held to inform various industries and stakeholders the results of the pilot projects and the draft National IEM Action Plan.

9.5.2 Topics covered

The morning session was targeted for top executives of companies, and results of Waste Minimization Pilot Project and the IEM Action Plan were presented. The afternoon session presented the Green Procurement Policy (GPP), Green Choice Philippines, the IEM Knowledge Network, and the IEM Action Plan mainly for government staffs and environmental service providers; the presentations of Green Choice Philippines and the IEM Action Plan were the same as in the morning session (see Table 9.5.1).

Table 9.5.1 Topics of the 4th Seminar

Topic	Contents
Results of the Waste Minimization Pilot Project	Presented on benefits of waste minimization by representatives of the model companies in the pilot project (Noah's Paper Mill, Kemwerke, Acetech Metal Industries, TSB Enterprise).
Ecolabeling program	Explained objective, governing body, target products, product standards, procedure, and promotion activities of the Philippine ecolabeling program (Green Choice Philippines)
IEM Action Plan	Explained objective, target, priority areas, priority sectors, and major players of the IEM Action Plan.
BOI's green procurement policy	Introduced legal basis and preparation process of the green procurement policy and contents of the action plan for realizing the policy.
IEM information website	Explained structure and contents of the IEM information website.

9.5.3 Results of the 4th Seminar

Total of 70 persons participated the 4th seminar. The participants are owners, PCOs, representatives of industry associations, staff of relevant government organizations, and environmental consultants (see attendance list in Annex 9.4). Hearing the presentations, the participants raised the following issues:

- (1) It is necessary to run a massive information campaign because consumer education is important for promoting the ecolabeling program.
- (2) Information on the IEM information website should be timely and credible.

- (3) Piggery and poultry should be targets in the IEM Action Plan.
- (4) Activities in the IEM Action Plan should be continued after the EMPOWER project.

9.5.4 Participants' Evaluation of the Seminar

Seventeen forms were returned from both sessions, and provided the following information:

- (1) Waste Minimization: All respondents practice waste minimization, and the model companies' report encouraged participation in the waste minimization program, especially those with figures of savings. Environmental compliance is the main benefit from waste minimization, followed by cost savings, better community relations, compliance with parent company requirements, and self-respect.
- (2) Ecolabeling Program: Four out of 9 respondents in the industry sector and three out of seven in the government are familiar with Green Choice Philippines. All are willing to purchase products with Green Choice logo. Seven are willing to apply the logo to their products.
- (3) National IEM Action Plan: All easily understood the presentation of the IEM Action Plan. Legal/regulatory enhancement and technology promotion are the strategies likely to influence IEM technology adoption. Majority are willing to participate in the implementation of the IEMAP plan.
- (4) IEM Knowledge Network: All are willing to visit the IEM Knowledge Network, and need more information from the website menu.
- (5) Green Procurement Policy: All are convinced that the policy will encourage development of environment-friendly products. Among the identified constraints in implementing the policy are product supply, lack of management support, lack of information dissemination and understanding of policy especially the benefits, and financing.

The participants seem to be informed about accomplishments of the pilot projects (waste minimization, IEM information system, ecolabeling and green procurement policy) based on their evaluation results.

Chapter 10

Industrial Environment Management Trade Exhibit

10 Industrial Environmental Management Trade Exhibit

10.1 Objectives of the Exhibit

An exhibit aims to promote IEM to all industrial sectors, targeting CEOs of small and medium enterprises through dissemination of the objectives and activities of the EMPOWER Project, and raise public awareness. The main objectives of the exhibit approved by the EMPOWER Steering Committee on 31 January 2003 are the following:

- (1) To provide useful and effective information relevant to IEM to the parties and persons concerned
- (2) To increase the recognition of benefit of IEM, specially that of business executives of the Philippine companies
- (3) To encourage self-reliant of IEM activities by industrial sector
- (4) To raise public awareness toward IEM

10.2 Activities of the Exhibit

10.2.1 Structure of Implementation

A structure shown below was established to prepare a program of the exhibit and hold the exhibit.

Table 10.2.1 Structure of Implementation

Party	Role
Local event management company	Secretariat, hired by the JICA Study Team <ul style="list-style-type: none"> ➤ Overall coordination and management ➤ Designing an exhibit ➤ Preparation of the exhibit (logistics) ➤ Publicity Activity ➤ Announcement in web-site within BOI
BOI	<ul style="list-style-type: none"> ➤ Preparation of the presentation of the green procurement policy and ISO ➤ Request for the cooperation of parties concerned ➤ Support to the local event management company
Exhibitors	<ul style="list-style-type: none"> ➤ Preparation of the presentation and bearing its expenses ➤ Dispatch a person who explains the display and bearing its expenses
JICA Study Team	<ul style="list-style-type: none"> ➤ Financial and Technical support for managing the exhibit ➤ Securing co-sponsors ➤ Preparation of a list of visitors

Party	Role
EMPOWER Steering Committee	<ul style="list-style-type: none"> ➤ Confirmation of overall planning of the exhibit ➤ Actively participate during the exhibit such as presenting their activities relevant to IEM

The above members discussed, approved the exhibit plan proposed by the JICA Study Team and decided to hold the exhibit for 2 days, of which the first day exhibit was at the Manila Peninsula Hotel targeting CEOs and another day at SM Megamall located in Ortigas for general consumers. The members also adopted general theme of the exhibit as “Respecting Environment for Industrial Competitiveness” in order to keep harmonization of presentations by exhibitors.

10.2.2 Program of Activities

(1) First Day Exhibit

The exhibit targeting CEOs was held at the Manila Peninsula on 9 June 2003. BOI and the JICA Study Team could receive a kind cooperation for venue arrangement from Environment Committee of Management Association of the Philippines(MAP), comprised of more than 700 private companies, specially local companies. MAP provided BOI and the JICA Study Team with space for the booth presentation in the Foyer of Ballroom since MAP had general membership meeting in the Manila Peninsula in the afternoon on 9 June 2003. Table 10.2.2 shows the program at the Manila Peninsula Hotel.

Table 10.2.2 Program at the Manila Peninsula

Time	Activities
June 2003, Monday	
9:00-11:30: Brief presentation of the EMPOWER Pilot Projects and IEM Action Plan for Top-Level Executives and CEOs	
9:00-9:30	Registration
9:30-9:35	Welcome Remarks/Brief Introduction about the EMPOWER Project
9:35-9:40	Overview of Waste Minimization Pilot Project
9:40-9:50	Noah’s Paper Mills, Inc. (Pulp & Paper model company)
9:50-10:00	Kemwerke, Inc.(Chemical model company)
10:00-10:10	Acetech Metal Industries Corp. (Foundry model company)
10:10-10:20	TSB Enterprises (Food model company)

Time	Activities
10:20-10:30	Eco-labeling Program
10:30-10:45	Industrial Environmental Management Action Plan
10:45-11:30	Opening of the Exhibit <ul style="list-style-type: none"> - Welcome Remarks (DTI, JICA, MAP) - Launching of the IEM Information Knowledge Network
13:30-16:00 : Advocacy of Green Procurement and Ecolabeling Program among government agencies	
13:30-14:00	Green Procurement Policy
14:00-14:30	Green Choice Philippines
14:30-15:00	IEM Information Website
15:00-15:30	IEM Action Plan
16:00	Closing of the first day's exhibit

Taking into account the tied up with MAP, BOI and the JICA Study Team decided to have the 4th EMPOWER seminar at the same date as more attendees to the seminar were expected (please refer details on the 4th seminar presented in the Chapter 11).

The morning seminar was hold in the Conservatory Room and aimed to present briefly the Waste Minimization pilot project and Ecolabeling program pilot project and IEM Action Plan, targeting business executives. Philippine Business for the Environment as the implementor of the Waste Minimization Pilot Project showed the overview of the pilot project, and after that, four companies selected as model companies from the fields of pulp and paper, chemical, food and foundry presented each activities for minimizing waste generated from their manufacturing process. The next presentation was about Ecolabeling Program known as Green Choice Philippines, which is managed by Green & Green Foundation Inc. And BOI and the JICA Study Team presented Industrial Environmental Management Action Plan.

After the brief presentation on the pilot projects, opening of the exhibit was taken place in the Foyer of the Ball Room, and Undersecretary Domingo of DTI, Mr.Nakagaki, resident representative of JICA Philippine Office and Mr.Fereira, President of MAP had welcome remarks and cut ribbon (please refer the pictures in Annex 8.1).

The Afternoon seminar in the Conservatory Room aimed to advocate BOI's Green Procurement Policy and Ecolabeling Program, targeting government agencies. The seminar for government agencies is also shown in the Chapter 11.

(2) Second Day Exhibit at SM Megamall

The exhibit targeting general consumers was held in SM Megamall on the following day, 10 June 2003. Poster making contest and music bands were performed in order to attract customers to the presentation booths. Table 10.2.3 shows program at SM Megamall.

Table 10.2.3 Program of Activities at SM Megamall

Time	Activities
10:00	Starting of booth presentation
11:00	On the spot Poster Making Contest
14:00	Music Event by Banda Para Sa Kalikasan courtesy of LLDA
16:00	Awarding of Winners for the Poster Making Contest
17:00	Closing of the exhibit

The venue of the second day exhibit was located in the front of main entrance of SM Megamall. The booth presentation was started at 10:00 when the mall was opened. The pictures in Annex 8.1 show how the exhibit went.

10.2.3 Exhibitors

The Exhibitors was composed of the following:

- (1) BOI: presentation of Green Procurement
- (2) C&GF: presentation of Eco-labeling program
- (3) PBE: overview of WM pilot project and IEM information system pilot project
- (4) Acetech and PMAI: Local companies as model companies of WM pilot project
- (5) Kemwerke, Inc, and SPIK: Chemical model company of WM pilot project: presentation of the company and Industry Association Profiles and results of waste minimization program adapted in the factory
- (6) TSB Enterprises, Food model company of WM pilot project: presentation of company profile and result of waste minimization program adapted in their factories
- (7) Noah's Paper Mills Inc., Pulp and Paper model company WM pilot project: presentation of the company profile and result of waste minimization program adapted in their factories
- (8) DENR-EMB: Presentation of the role of EMB in the field of environmental protection and the relevant rules and regulations
- (9) PEZA: Presentation of incentives of world-class and environment-friendly economic zones
- (10) LLDA: Presentation of the conservation, protection and rehabilitation of Laguna de Bay and its environment

- (11) DOST: Promotion of the role of ITDI-DOST in providing tests and analytical services, and research and development studies in waste treatment and utilization, environmental impact assessment and industrial pollution prevention
- (12) Philexport: Promotion of Philexport members, specially exporters relevant to the environmental management
- (13) O.M. Manufacturing Phils.,Inc. (Japanese recycle company) as payable exhibitor: business promotion on management of scrap materials specifically non-ferrous metals
- (14) JICA: role of JICA and ODA

Basically the JICA Study Team financially supported exhibitors who are members of the Steering Committee of the EMPOWER Project in expenses for venue and booth rental. Their company profiles were published in souvenir program shown in Annex 8.2.

10.3 Promotional activities

10.3.1 Implementation Schedule

The local event company and the JICA Study Team conducted the promotional activities of the exhibit according to the following schedule:

Table 10.3.1 Schedule of Activities

	Marketing	Logistic/Physical Arrangements Administrative	Publicity Activity
May15- 16	Final confirmation of all exhibitors and sponsors	<ul style="list-style-type: none"> ✓ Confirmation of speakers ✓ Discussion of contents of directory ✓ Submission of Final Stage Design to JICA and BOI for Approval ✓ Submission of the final Stage Design to SM Megamall 	<ul style="list-style-type: none"> ✓ Preparation and implementation of announcement in the web-site of BOI, PBE Web-site ✓ Preparation of design of event flyer (poster and handbill) ✓ Finalization of all design of Banners, posters and exhibit directory ✓ Continuation of the implementation of Media publicity ✓ Printing of the Posters
May17-18	✓ Weekend		
May 19-23		Preparation of the Exhibitors Manual Preparation of ID Card	Distribution of the Posters
May 26-30	Reporting the progress to sponsors	<ul style="list-style-type: none"> ✓ Exhibitors briefing – <u>May 30</u> ✓ Final meeting with contractors of panel and booth etc ✓ Final confirmation of speakers 	<ul style="list-style-type: none"> ✓ Submission of Banners to SM Megamall ✓ Event announcement to major media ✓ Sending of Media Invites – Print and TV
June 2-6			<ul style="list-style-type: none"> ✓ Print Ad. in newspapers ✓ Final meeting with music band
June 7(sat)	holiday		
June 8(sun)		✓ Ingress / Set-up of Exhibit	
June 9		<ul style="list-style-type: none"> ✓ Opening ceremony ✓ Exhibit proper ✓ Seminar 	✓ Press Conference during the opening ceremonies
June 10		<ul style="list-style-type: none"> ✓ Exhibit proper ✓ Music event and awarding of the contests ✓ Poster event ✓ closing remarks 	Post-event publicity efforts

Printed matters such as flyer, souvenir program/event directory, banners and posters were prepared for promoting the exhibit, shown in Annex 8.3.

10.3.2 Press Release

Press release memo was prepared by the JICA Study Team in order to secure co-sponsors from the press, and by aggressive marketing activities, The Manila Times and K91KM radio became the sponsors of the exhibit and published/radio-broadcasted event announcement. Aside from the Manila Times, the announcements were published in Philippine Daily Inquirer and Business World. Moreover major press were invited to the exhibit and they published news clipping collected in Annex 8.4.

10.4 Result of the Exhibit

The two-day exhibit was closed in success since many people visited the event as shown in the pictures in Annex. More than two hundred business executives visited the first day exhibit at the Manila Peninsula Hotel, and as for the second day the local event management company as the Secretariat of the exhibit could not count the numbers because attendees of the second day were customers who came to SM Megamall for shopping.

Many press and TV station also visited and broadcasted the objective of the EMPOWER Project and the benefit of the adoption of Industrial Environmental Management. The Objective of the exhibit, i.e., the dissemination of the objectives and activities and raising public awareness toward IEM, was accomplished. Annex 8.4 shows news items published in major press.

Chapter 11

EMPOWER Homepage

11 EMPOWER Homepage

11.1 Objectives of EMPOWER Homepage

The EMPOWER homepage was developed to disseminate information on objectives, items, and progress of the project and seminars and workshops to be held during the project period. After the project, in order to keep the IEM movement enhanced by the EMPOWER project, the EMPOWER homepage will be transformed into IEM homepage that addresses BOI's policy and programs to promote IEM, which would include BOI's Green Procurement Policy, progress of the IEM Action Plan implementation, and links to the IEM Knowledge Network and other relevant sites.

11.2 EMPOWER Homepage during the Project Period

11.2.1 Structure of EMPOWER Homepage

The EMPOWER homepage during the project period has the following structure (see Figure 11.2.1).

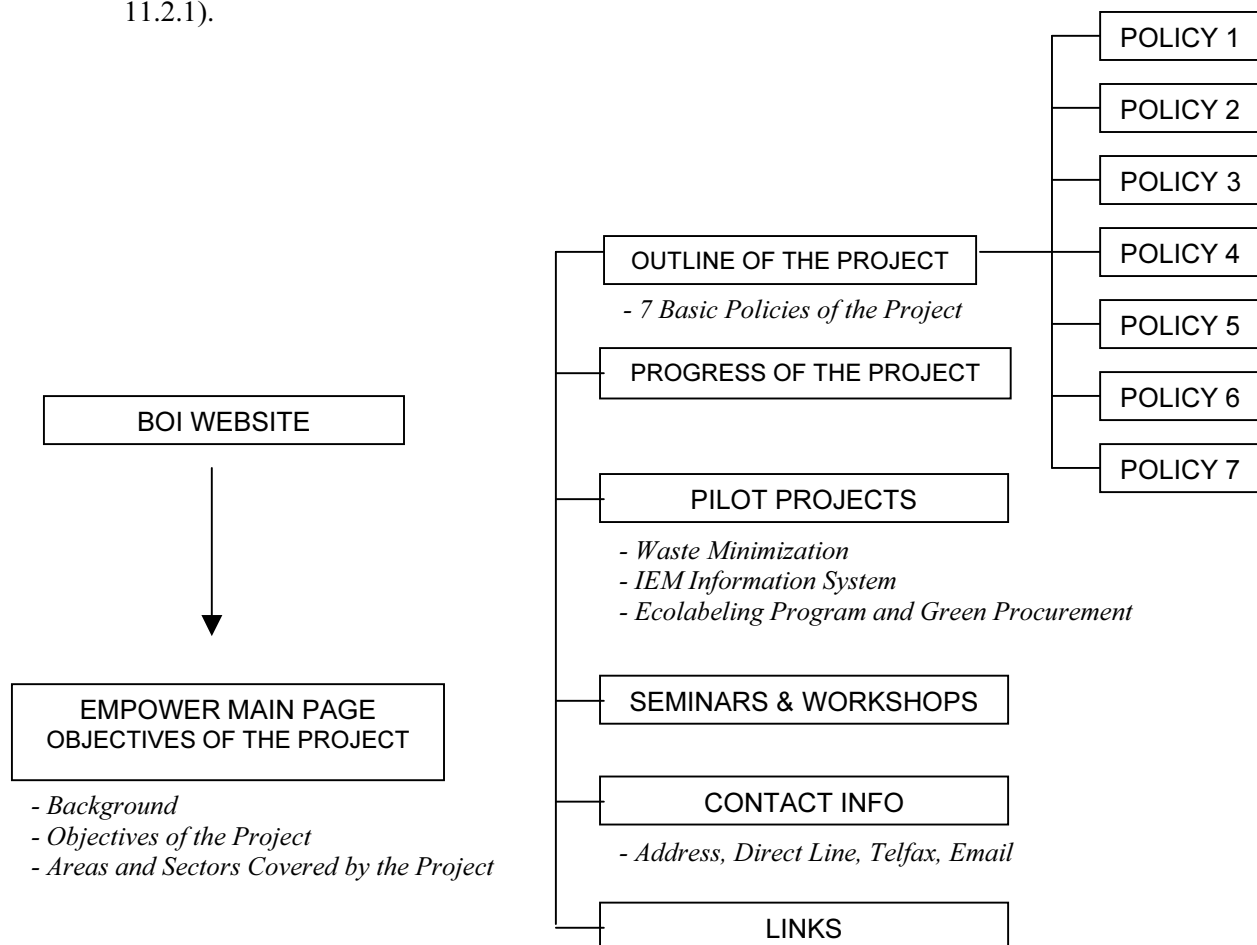


Figure 11.2.1 Structure of EMPOWER Homepage

The EMPOWER homepage (www.boi.go.ph/empower_home.htm) is hosted by BOI and follows the BOI's homepage protocol as shown in Figure 11.2.2.



Figure 11.2.2 EMPOWER Main Page

11.2.2 Contents of EMPOWER Homepage

(1) Objectives of the EMPOWER project

The objectives of the project, to formulate the action plan on IEM that will clarify actions on its promotion by private enterprises and investors in the Philippines and strengthen capacities on IEM of government agencies and private industries associations, are listed. In addition, background and areas and sectors covered by the project are explained.

(2) Outline of the Project

The following seven basic policies of the project are described under this section.

- 1) Raising awareness of IEM and its expansion to the whole industry sector
- 2) Clarification of the current achievement and issues of IEM
- 3) Identification of priority areas of IEM
- 4) Promotion of IEM through formulation of Action Plan
- 5) Promotion of IEM through implementation of pilot projects
- 6) Promotion of IEM through various dissemination and awareness raising activities
- 7) Promotion of IEM through public relations on the website

(3) Progress of the Project

In late 2002, outline of the 100 company survey, IEM measures by each life stage of manufacturing products, and steps to identify priority areas for actions to promote IEM was posted on the site. In July 2003, draft IEM Action Plan is posted.

(4) Pilot Projects

Objectives, expected results, components, and implementation structure of each of the three pilot projects (waste minimization, IEM information system, ecolabeling program and green procurement policy) as well as purposes to implement the pilot projects and pilot project selection criteria are presented.

(5) Seminars and Workshops

Date, venue, and topics of the four EMPOWER seminars and the Environment Exhibit were announced through the EMPOWER homepage. Registration form was also downloadable from the site.

(6) Links

Homepages of the following organizations, which hold the projects and programs relevant to environmental management in the industry sector, are linked to the EMPOWER homepage.

- Board of Investments (BOI)
- Environmental Management Bureau (EMB)
- Philippine Economic Zone Authority (PEZA)

- Laguna Lake Development Authority (LLDA)
- Philippine Business for the Environment (PBE)
- Philippine Chamber of Commerce and Industry (PCCI)
- The Philippine Industrial Estates Association (PHILEA)
- JICA Philippine Office
- UNDP Philippine Office
- ADB
- USAID in the Philippines
- World Bank in the Philippines
- Private Sector Participation in Managing the Environment (PRIME)
 Industrial Ecology Module

(7) Contact information

Contact persons, addresses, and telephone and fax numbers of JICA Headquarters, JICA Philippine Office and JICA Study Team are listed for users inquiry.

11.3 IEM Homepage

11.3.1 Structure of IEM Homepage

After the project is completed, EMPOWER homepage would be changed to the IEM homepage presenting BOI’s policy and programs to promote IEM. A proposed structure is shown in Figure 11.3.1.

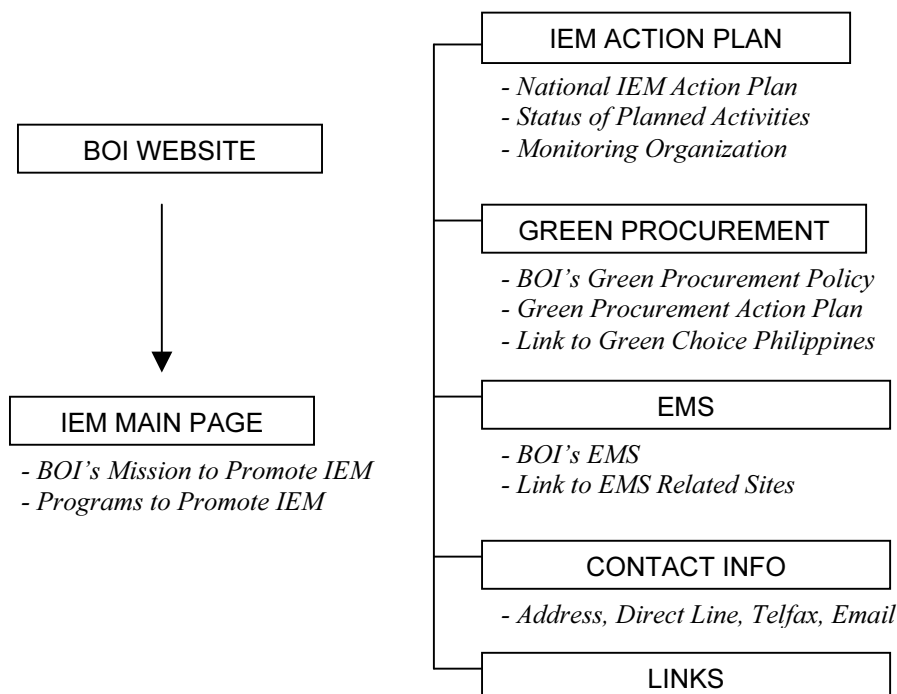


Figure 11.3.1 Structure of IEM Homepage

11.3.2 Contents of IEM Homepage

(1) IEM Action Plan

The National IEM Action Plan prepared during the Project period will be posted on the site. Status of the Plan implementation will be updated periodically. Members of the organization that monitor the progress of the IEM Action Plan and their activities will be listed.

(2) Green Procurement

BOI's green procurement policy and the green procurement action plan prepared during the Project period will be presented. A link to a website for Green Choice Philippines, when it is established, will be developed. For other government agencies and private companies to develop green procurement/purchasing policy and plans, the report on green procurement policy on other countries prepared by the EMPOWER project will be listed as downloadable document. Links to relevant information such as other countries' green procurement policy and the Green Purchasing Network in Japan will be developed.

(3) EMS

BOI's EMS Manual will be uploaded for other government agencies and private companies' reference when they try to establish EMS within their organization. Organizational arrangement to maintain and improve the BOI's EMS is also listed.

(4) Contact Information

Address, telephone and fax numbers, and email addresses of the Office for Industrial Policy will be listed.

(5) Links

Links to the following sites will be made in order to guide visitors of the site to get more information about IEM promotion:

- IEM Knowledge Network
- BOI's institutional partners' websites that have relevant information

In addition to above contents, a page for Waste Minimization Award System will be added when the award system is officially established. The page will contain objective of the award, selection criteria, awardee's name and brief description of their IEM activity.

Part 4

Recommendation

Chapter 12

Recommendation

12 Recommendation

BOI and JICA Study Team jointly implemented the EMPOWER project for strengthening BOI policy on Industrial Environment Management (IEM). The EMPOWER project is mainly composed of formulation of the National IEM Action Plan and implementation of pilot projects.

The National IEM Action Plan clarified a framework and programs of IEM promotion activities by both the public and the private sectors and their roles based on the results of the previous and present IEM initiatives undertaken by BOI, DENR, DOST, LLDA, DBP, and LBP as well as the private sectors (industry associations and individual firms), and the EMPOWER pilot projects. The National IEM Action Plan takes approaches of public-private partnership, provision of integrated and customized IEM information, technical assistance and organizational development to industrial firms, especially SMEs, policy support and incentives. Series of roundtable discussions were held with various stakeholders, including government organizations, industries, environmental NGOs, and donor organizations. The final draft of the Action Plan is now ready of BOI adoption through approval by the Governing Board.

Through implementation of the pilot projects, a basis for the IEM development has been built with the coordination among the government organizations, private organizations and individual firms. Although limited in scope and duration, the Waste Minimization pilot project clearly showed that IEM brings benefits and is easy to implement. In addition, it was also confirmed that IEM is promoted wherein stakeholders' roles are clearly defined and appreciated. In the IEM Information Pilot Project, system to provide IEM related information was developed, and provision of information began through website. In the Ecolabeling Program and Green Procurement Policy Pilot Project, management system of the ecolabeling program was established, which encourages development of products with less environmental load.

Although these actions are just one step to develop IEM, the key to successful IEM development is to sustain abovementioned initiatives and accumulate the experiences of the actions. The Study Team recommends the following actions to be taken by BOI for *empowering* all relevant organizations and individuals, the stakeholders of IEM development in Philippines.

12.1 Implementation of National IEM Action Plan

12.1.1 Formal Approval of the Action Plan by BOI

The National IEM Action plan has to be officially approved by BOI and incorporated into BOI's mid-term plan. The draft Action Plan was discussed for the Governing Board of BOI. Official approval of the National IEM Action Plan should be realized while the Environmental Matters Division should be strengthened through additional staff, capacity building activities and budgetary support.

12.1.2 Establishment of Management System for Implementation of the Action Plan

While the Action Plan identifies relevant bodies and their roles for each activity, close coordination among those stakeholders and establishment of organizational set-up that manages overall progress, assessment, review of the Action Plan are crucial for successful implementation. A supervising committee composed of not only the EMPOWER project steering committee members but also representatives from industry associations, environmental service providers, and donors should be established. The supervising committee should be able to urge relevant bodies to begin and continue the implementation, prioritizes sectors for distributing limited resources – funds and resources, and also encourage donors for their financial support accordingly. In addition, the committee is expected to review the Action Plan three years from now.

12.1.3 Funds Necessary for Implementing the Action Plan

Implementing the Action Plan requires funds, but most of them have not been secured. Roundtable discussions with donor agencies were organized and to package project proposals attuned to the thrusts and priorities of interested donor partners. The supervising committee should follow through those initiatives to advocate the financial support from prospective bodies even after the EMPOWER project.

12.2 Development and Dissemination of Outputs of the Pilot Projects

12.2.1 Waste Minimization

The model companies realized benefits such as reduction in production costs and improvement of environmental performance and are enthusiastic to pursue further IEM promotion. The industry associations that developed industry-wise action plans for their respective industry also requested technical assistance. BOI should identify further needs of

the companies and the industry associations for technical assistance and coordinate with supporting organizations in order to promote their IEM activities.

The National IEM Action Plan has adopted the steps taken in the pilot project such as selection of target industry sectors, implementation of measures by model companies, and dissemination of model companies' experience to other members in the same sectors; the target industry sectors will be expanded through implementation of the Action Plan. It is important for BOI, ITDI, and PBE to disseminate the results of the pilot projects to the industry through information medias such as Waste Minimization Guidebook and IEM Knowledge Network.

12.2.2 IEM Information System

Information website has been developed as part of IEM Knowledge Network, and there are much rooms for improvement, including database search function within the website, and link page with sufficient number of links to which user will be redirected to relevant organization websites. An editorial committee should be established to maintenance and updating the web site. The committee should continuously improve the web page through comments and opinions from the web user. The survey can be conducted mainly to member of PEB.

12.2.3 Ecolabeling and Green Procurement

Establishment of operating system for the Ecolabeling program has been nearly completed in the pilot project. It will be vital to expand categories applicable to ecolabels, promote application for approval by the manufactures, recognition of ecolabeling program by the public. One of the solutions to this issue is that the government actively purchase the products with the ecolabels – this is called “Green Procurement.” BOI has already developed a basic policy and an action plan. Since formal adoption by Executive Order that require government agencies to follow the Green Procurement will strongly push the diffusion of the program, C&GF who coordinate the Ecolabeling Program should persuade to the adoption of the Executive Order.

12.3 Information Dissemination by BOI

Through EMPOWER project, BOI has formulated the National IEM Action Plan, developed policy on Green Procurement and its action plan, prepared for acquisition of ISO14001. BOI should disseminate these information and experiences to the public through, for instance, its web pages. It will be useful to prepare and distribute brochures on the National IEM Action Plan, calling for further cooperation from the relevant bodies, and to provide update

on progress of the action plan on its web site. Regards to Green Procurement, BOI should publishes its basic policy on Green procurement with contact information on web page so that other government agencies will have good reference as well as where to ask if any question arises. Lastly but not least, the operational manual can be posted on BOI's web as well. This will help other agencies when seeking ISO14001 acquisition.

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