



# MULTI-STAKEHOLDER WORKSTUDIO: INNOVATION FOR COMPETITIVENESS TOWARDS SUSTAINABLE LIFESTYLES

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CONSUMPTION AND PRODUCTION

 **echosi**  
foundation  
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## FOREWORD

Discussing and identifying current trends and future actions that will support sustainable lifestyles and drive innovation and competitiveness in the Philippines was the overarching objective of the workstudio that took place in Manila, the Philippines, on March 21st 2013. The Manila workstudio was organized and delivered by the Collaborating Centre on Sustainable Consumption and Production (CSCP) together with the ECHOsi Foundation.

Under the title “Innovation for Competitiveness towards Sustainable Lifestyles”, the workstudio was a component of a larger framework of projects entitled “Budding Ideas Glocally for 2050 (BIG2050)” and “Business Innovation for Sustainable Scale-up (BISS).”<sup>1</sup>

Though having different approaches, both projects share similar objectives, specifically to:

- Identify critical environmental and social aspects of current consumer trends, consumption patterns and lifestyles in different global contexts;
- Encourage a transition to a resource efficient and sustainable future by communicating and fostering business and social innovation to support sustainable ways of living.

The workstudio is part of a series of global workshops made possible with generous funding support from the German Ministry for Economic Cooperation and Development (BMZ). With the participation of 55 practitioners and experts, the workstudio aimed to identify consumer and individual lifestyle aspirations for the future, existing promising practices and citizen movements that favour sustainability. The workstudio also aimed to identify potential points of leverage that Filipinos could use to facilitate a shift towards more sustainable ways of living, including business opportunities, sustainability-driven innovations and partnership opportunities.

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<sup>1</sup> Both projects are described in Annex 1

## BACKGROUND

The Philippines is an archipelago of 7,107 islands in the Asia Pacific region (CIA, 2009) and is a country poised to be one of Asia's leading economies. With over 92 million people of mixed heritage, a rich history and strong economic development path, current projections by businesses and analysts are for strong and continued economic growth. The Philippines posted a better than expected GDP growth of 6.6% in 2012 which is among the highest in Asia (NSCB, 2013). It joins China, India, and Malaysia as among the countries likely to annual compound growth exceed 5% between now and 2050 (HSBC Global Research, 2012a).

Projections, such as the HSBC 2050 outlook, place the Philippines among the 20 largest economies in the world, occupying 16th place (HSBC Global Research, 2012a). The issue then for the Philippines is the cost of such development in terms of social and environmental impacts.

Although prospects for economic growth indicate positive trends, the country's current reality suggests that there will be a long road ahead. Research performed as preparation for the workstudio<sup>2</sup> identified large social and economic inequalities as predominant conditions in the Philippines. It is estimated that the 40 richest Filipinos received some 76% of the country's GDP growth in recent years and that these individuals possess a total fortune of some \$US 47.4 billion (Forbes, 2012; Habito, 2012), while at the same time a minimum of 30% of the Filipino families are poor and live with an average of \$US 3.67 per day (NSO, 2009). A few families live in homes spanning hundreds of square meters, whereas many still live in informal settlements or slum areas, a social contrast that is particularly evident in big urban areas (Sahakian, 2011). In 2009, the average annual earning of a Filipino family was PHP 206,000 (roughly \$US 4,400) and the unemployment rate in 2013 increased to 7.1% (NSO, 2009, 2013).

Consumption patterns are widening income gaps and also the cause of serious environmental impacts. Middle to high income Filipinos are pursuing comforts through the use of different equipment, tools, appliances, and devices all of which lead to increased energy consumption. Energy consumed is much higher than energy produced domestically (EIA, 2010) and energy consumption has increased at an annual rate of 3.5% in the past two decades (APEC, 2006). The large concentration of population in urban areas, such as Metro Manila, consumes more energy and uses more energy intensive devices than the entirety of the rural Filipino population. Urban energy use is primarily for cooling and illumination/lighting (Sahakian, 2011).

Intense urban sprawl in the large urban areas constitutes the main reason why the building sector is on the rise in the Philippines. The demand for housing between 2011 and 2016 is expected to increase to 5.7 million new units, raising concerns about the environmental impacts of new buildings and infrastructure (Fuentebella, 2011).

This scenario also brings along critical issues related to transportation and health. In 2012, there were a total of nearly 7.5 million motor vehicles registered in the Philippines. The number of motor vehicles has been increasing at an average annual rate of 6% for the last 2 years (LTO, 2013) and is expected to almost triple the total number of vehicles by 2030 (Esguerra et al., 2010). Motorcycle and tricycle use has been increasing dramatically and, after their introduction around



*"The Filipino economy is currently driven mostly by consumption from overseas remittances. Unless strengthened with local manufacturing and production, this is unsustainable in the mid to long term. Furthermore, the current high rate of economic growth is hollow if is not inclusive and does not benefit the poor. There are a lot of entrepreneurial ideas, mainly micro ones, but Filipinos still prefer a safe path (employment) due to low tolerance for failures. However, technological start ups have started to spread and the leading telecommunication companies have started promoting incubators, which itself is shifting the appreciation for start-ups. More support groups are appearing including government supported organisations. We must remember that resilience and self-sufficiency are the preservation mechanisms of the poor. In the Philippines, the main barriers to the growth of microenterprises is the existing mind sets regarding access to education, capital and business opportunities."*

Mr. Mark Joaquin Ruiz, Co-Founder and President of Micro ventures, Inc., Hapinoy Sari-Sari Store Program

<sup>2</sup> The complete background study will be part of the Concept Paper of BIG2050, to be published towards the closing of the project in December 2013. All referenced bibliography is also part of this report.

the year 2000, there have been more and more larger SUVs on the streets (NCTS, 2007). Among the several externalities arising from transportation, CO2 emissions are a major issue as the transportation sector accounts for approximately one third of the country's CO2 emissions (DENR, 2011). In urban areas, such as Metro Manila, the transport sector contributes to nearly 80% of total air pollution and is a major contributor toward respiratory and cardiovascular diseases in the Philippines (DENR, 2011).

Regarding consumer goods, the ECHOsi Foundation often quotes the "SWS Consumer Coping Behaviour" study that points out the nine things that Filipinos cannot live without, which are mainly toiletries and food. As an archipelago nation, the typical Filipino livelihood is built around fishing, however, traditional consumption patterns have been changing along with the country's economic development.

Hyper consumption trends are reflected in all lifestyle areas, from clothing (European style winter boots on sale when the average temperature is 32C) to food and all its related activities.

The typical Philippine diet is based on rice but also seafood and locally grown fruits and vegetables (eHow, 2012). But the Philippines also imports large quantities of wheat, dairy products and eggs from the United States. In exchange, they export to the US 9.2% of the fish and shellfish produced in the country (Workman, 2009). Exports of food, fruits and vegetables, processed food and beverages as well as marine products increased 21% from 2010 to 2011 (Remo, 2012). The domestic food sector is expanding as well, especially in the cities like Manila, where fast food restaurants – US franchises – are becoming more popular (Food Export Association of the Midwest, 2011).

Filipino's main food sources are based on domestic agricultural production and imports from global markets. Although domestic production is able to meet most domestic demand, rice production still represents a challenge as consumption exceeds production. The relation between food and health is quite controversial in the Philippines. On the one hand, a considerable share of the population is underweight and suffers from malnutrition (World Food Programme, 2012). On the other hand, many people suffer from illnesses connected to obesity, such as high blood pressure and high blood cholesterol. The second trend is increasing (Buban, 2011).

Nevertheless, in the midst of so many different challenges, the situation in the Philippines also presents several opportunities to address current lifestyle impacts and help move towards a sustainable scenario in the coming decades. The present administration's *daang matuwid* (straight road) strategy, which emphasizes and commits to righteous, uncorrupted, transparent, and honest governance, is beginning to bear fruit. Agencies like Standard & Poors raised their outlook for the Philippine credit rating from "stable" to "positive", which can be interpreted as a sign of political and economic stability (Purisima, 2012).

Beyond economic stability, there are also promising signs of opportunity for sustainable development. There is a clear intention to develop a National Plan for Sustainable Consumption and Production in the Philippines as part of the continuation of the Marrakech Process (UNEP, 2011). In addition, the country is an active participant in various regional activities related to sustainability, among them an initiative called Environmentally Sustainable Economic Growth, also known simply as Green Growth, that was launched by UNESCAP in 2005 (UNEP, 2011). Another political commitment regarding the development of a green economy undertaken by the Filipino government was the Philippine Development Plan 2011-2016. This plan was based on the country's Constitution and on the President's Social Contract with the Filipino People. The aim of the plan is to promote inclusive growth while supporting the sustainable use of natural resources (UNEP, 2012; NEDA, 2011).



#### NINE THINGS FILIPINOS CAN'T LIVE WITHOUT:

1. BATH SOAP
2. DETERGENT SOAP
3. TOOTHPASTE
4. SOY SAUCE
5. SHAMPOO
6. RICE
7. VINEGAR
8. SUGAR
9. FRESH EGGS



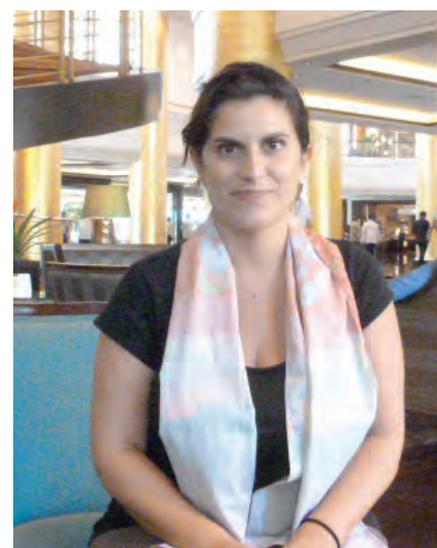
The Social Contract with the Filipino People lays out a sixteen-point agenda that articulates the Filipino government's vision for a number of priority development areas. The document is clear when it calls attention to the need to change "from a government obsessed with exploiting the country for immediate gains to the detriment of its environment, to a government that will encourage sustainable use of resources to benefit the present and future generations" (Official Gazette, 2010). Some other noteworthy goals include:

- Fight corruption;
- Create jobs that empower people and provide opportunity to rise above poverty;
- Make education the central strategy for investing in the Filipino people;
- Recognize advancement and protection of public health;
- Advance leadership that executes all laws of the land with impartiality and decisiveness;
- Create conditions conducive to growth and competitiveness of big, medium and small private businesses;
- Prioritize integrity, competence and performance in serving the public good when selecting public employees;
- Develop policy that seeks a broadly supported just and peaceful order.

Moreover, it is considered that the Philippines have already adopted a comprehensive SCP legal framework, which means that a number of SCP-related laws exist today in areas such as clean energy, energy efficiency, sustainable public procurement, eco-labelling. The major challenge today is to guarantee the enforcement of such laws (Switch Asia, 2012). Further, the role that consumers will play in determining the direction their country will follow is also of paramount importance. According to the United Nations Development Programme, equity and empowerment are among the milestones that developing countries, such as the Philippines, still need to strengthen to avoid making the same mistakes that other economies made during their earlier development stages. Current models of material progress "have generated some advances but are consistent with exclusionary and unsustainable political and productive practices" (UNDP, 2010, p. 83).

The BMZ funded BIG2050 project aims to explore sustainable lifestyles and promising practices in five countries. Thanks to field research conducted mainly in Europe (SPREAD Sustainable Lifestyles, 2012), it is possible to analyse similarities and discrepancies in different societies to develop and implement ways of living more sustainably. At the same time, some promising practices are being developed by businesses, entrepreneurial start-ups and innovators with key knowledge of success factors to scale-up sustainable business models. Comparing these business models in terms of trends, aspirations and practices as such presents an opportunity to learn more about solutions for leading sustainable lifestyles. Toward the close of the BIG2050 project, it will be possible to produce a comparative analysis of the five countries using European experiences as a benchmark.

The table below presents a summary of trends in Filipino lifestyles, consumer aspirations relative to their European counterparts, and a number of identified promising practices.<sup>3</sup>



*"Housing, food production and renewables are among the top "hopeful niches" in the Philippines today. Housing construction locks in energy consumption for years to come. Introducing innovative designs that reduce the need for artificial cooling should be a priority, and efforts are underway to promote building codes that are appropriate for this tropical climate. The "farm to fork" approach to promote locally grown organic foods is also gaining momentum but remains very much a niche market that has not yet reached the mainstream. Renewable energy represents another opportunity area as an important bill has been passed, although quotas within the legislation are currently limiting growth in that sector. Locating industries closer to energy sources could be a way to promote local development, decentralized from Metro Manila."*

Dr. Marlyne D. Sahakian, Researcher,  
University of Lausanne

<sup>3</sup> The information regarding Europe was provided by the SPREAD Sustainable Lifestyles project (<http://www.sustainable-lifestyles.eu/>).

Table 1. Similarities and differences between Filipino and European lifestyles, visions of a sustainable future and promising practices

	Similarities	Differences	
		Philippines	Europe
Current trends	<ul style="list-style-type: none"> <li>• Current lifestyles and consumption patterns are unsustainable;</li> <li>• Growing middle class;</li> <li>• Growing consumption of energy, with the transport sector being responsible for the largest share of the total final energy consumption (37.7% in 2009 in the Philippines; 31.7% in 2010 in EU-27);</li> <li>• Growing number of vehicles;</li> <li>• Building sector on the rise, raising concerns about the impacts from new buildings and infrastructure.</li> </ul>	<ul style="list-style-type: none"> <li>• Fast-growing economy, with a rate of economic growth at 6.6% in 2012; paving its way to become the world's 16th largest economy by 2050 (although by means of a not-inclusive and unsustainable model of development);</li> <li>• Rapidly growing and increasingly wealthy population, foreseen to be around 50% larger and expecting a nine-fold income increase by 2050;</li> <li>• Young population with the median age being 22 in 2010. Median age is expected to be 32 by 2050, with the range between these ages being the life stages of greatest consumption;</li> <li>• Growth of the building industry is related to the intense urbanization process;</li> <li>• Although the typical Filipino diet is healthy, the country experiences high death rates due to both malnutrition and obesity; the second trend connected to the growing fast-food industry;</li> <li>• Over fishing due to export demands.</li> </ul>	<ul style="list-style-type: none"> <li>• Stationary economic situation, with a economic contraction of 0.3% for the EU-27, although European income per capita is considerably higher than their Filipino counterparts;</li> <li>• Ageing population, with further population growth unlikely;</li> <li>• Growth of the building industry is attributed to the increasing number of households, accompanied by increasing per capita living space;</li> <li>• Large consumption of meat and dairy products is considered one of the main causes of high rates of obesity (approx. 60% of adults and over 20% of school-age children are overweight or obese), placing coronary heart diseases at the top of the most common causes of death in the EU.</li> </ul>
Visions/ Aspirations	<ul style="list-style-type: none"> <li>• Efficient and responsible use of energy and water;</li> <li>• Making the most of public transport and car sharing options;</li> <li>• Healthier and more sustainable eating habits;</li> <li>• Closer cooperation and relationships inside communities.</li> </ul>	<ul style="list-style-type: none"> <li>• Poverty is eradicated, enabling the transition to a fair and egalitarian society;</li> <li>• Urban-rural development is addressed as an important issue, receiving the necessary investment for infrastructure and connectivity among regions;</li> <li>• Food production is largely organic and the population has access to deep sea fish.</li> </ul>	<ul style="list-style-type: none"> <li>• Technology development to address sustainability issues, such as the efficiency problem in energy and transport;</li> <li>• Volunteer projects for local conservation;</li> <li>• Making the most of travel alternatives.</li> </ul>
Promising Practices	<ul style="list-style-type: none"> <li>• Promising practices cover a wide range of lifestyle areas (consumption, urban-rural development, use of resources, food production and transport).</li> </ul>	<ul style="list-style-type: none"> <li>• Due to the high poverty rate in the Philippines (18.4%), many promising sustainable practices in the country are also related to the promotion of social inclusion and community empowerment.</li> </ul>	<ul style="list-style-type: none"> <li>• Public support to promote promising practices and to develop research in the area of sustainable lifestyles is comparatively greater in Europe.</li> </ul>

## THE WORKSTUDIO

The gathering on March 21st 2013 had “Innovation for Competitiveness” as the core discussion topic. The group of fifty-five people represented a wide range of stakeholders and experts from diverse fields, bringing together their knowledge, ideas, aspirations and proposals for supporting sustainable lifestyles in the Philippines.

The various representatives from organized civil society, businesses, government, financial organizations, academia and the local media acknowledged the fast rate of economic growth currently in the Philippines, as well as the strong pressure for all the parties involved, starting by the government, to adopt policies and initiate programs that will result in inclusive growth. The country also expects to face a dramatic change in consumption patterns in the next few years, due mainly to forecasted rapid population growth and increases in real incomes (HSBC Global Research, 2012b). Amid these developments, the priority is to facilitate dialogue, discussion, and collaboration among key players in different sectors. The goal is to develop strategies that will help the Philippines sustain its growth and allow more citizens to live sustainably.

In the light of these considerations, the workstudio had the following key objectives:

1. Discuss the current state of sustainable living in the Philippines. (What does sustainable living mean in the Philippines?)
2. Identify key opportunity areas for innovation and entrepreneurship to achieve more sustainable living in the Philippines. (What can be done?)
3. Co-create action plans for multi-stakeholder engagement. (How do we proceed in advocating and encouraging sustainability? Who should be at the table?)

The workstudio made use of different methodologies and tools to facilitate rich discussions on current trends, perceptions, and aspirations for sustainable living in the Philippines, and to generate needed insights from participants. It also enabled participants to discover opportunities to scale-up existing sustainability efforts in the Philippines and to identify new collaboration opportunities among different stakeholders. The attached annexes present an in-depth overview of the visioning process as well as more information on the identified opportunities.



Stakeholders from all sectors getting ready to start a long day of work.

Through insightful and inspiring keynote speeches at the plenary discussion, an interactive visioning session and facilitated discussion tables, participants questioned their individual preconceptions, shared their experiences and suggested innovative ways to support sustainable lifestyles from several different points of view. The key questions addressed during the group discussions were:

- How would sustainable lifestyles look in the future?
- What are the visions for sustainable living?
- What issues will play a critical role in future sustainable lifestyles?
- What are the main drivers to enable change, and bridge the gap between the current reality and a sustainable future?
- What role can the following sectors play in scaling-up business innovation and enabling sustainable lifestyles?
  - Financial sector
  - Business sector
  - Education and research
  - Natural resources
- What is the role of social innovation in enabling sustainable lifestyles?
- How can corporate social responsibility (CSR) initiatives contribute toward sustainable lifestyles in the Philippines?
- What are the perceived barriers, challenges, and opportunities for sustainable living?
- What resources can be tapped in support of sustainable lifestyle?

The event closed with sessions on individual reflection and action planning.

This report focuses mainly on the outcomes of the workstudio activities. The annexes to this report present additional information on program details<sup>4</sup>, the methodologies and tools applied during the workstudio<sup>5</sup>, the details from the discussion tables about the drivers to promote change<sup>6</sup>, and identified success stories.<sup>7</sup>

A number of personal meetings were also held with local institutions and what began at the workstudio is being carried on through the Global Network on Sustainable Lifestyles ([www.vision2050.net](http://www.vision2050.net)) and the Global Network on Sustainable Innovation and Entrepreneurship ([www.scaling-up.net](http://www.scaling-up.net)). All promising practices collected as the “Big ideas” are presented within both networks.



*“For Filipinos to have a better place to live it is important to have more companies involved in sustainability reporting, delivering and endorsing appropriate green initiatives. There are a variety of missing links for performance and measurement of impacts. There is a need to focus more on transparency practices. A big barrier is that, normally, very few companies are willing to be completely transparent. A good way to avoid this is by setting up mandatory mechanisms such as having a sustainability report as a condition to be listed in the stock exchange. The success factors are: reporting, certification and coherent indicators.”*

Mr. Enrique I. Florencio, Head, Knowledge Management / Sustainability Officer (right), Association of Development Financing Institutions in Asia and the Pacific (ADFIAP)

<sup>4</sup> The detailed program of the workstudio is presented in Annex 2.

<sup>5</sup> Details on the CSCP work on visioning and related methodologies are described in Annex 3.

<sup>6</sup> More information on the discussion tables about drivers to enable change can be found in Annex 4.

<sup>7</sup> The Filipino success stories in sustainable innovation are described in Annex 5.

## KEYNOTE SPEECHES

### BUILDING ROADS TOWARDS A SUSTAINABLE TOMORROW:

#### THE IMPORTANCE OF THE GLOBAL NETWORKS - AN INTRODUCTION

After welcoming workstudio participants Ms. Cheryl Hicks, Team Leader at the CSCP, emphasized that the goals of the workstudio were to engage in a discussion on sustainable living, envision the future that people want, and build a roadmap toward a sustainable tomorrow. Ms. Hicks also highlighted that the Philippines is an important part for this global roadmap because of its current rate of economic and population growth and the challenge of achieving a sustainable growth that provides all citizens with an improved quality of life and livelihoods.

To encourage stakeholder collaboration to foster sustainable lifestyles through business and social innovation, the Collaborating Centre on Sustainable Consumption and Production (CSCP) launched the two new networks with funding support from the German Federal Ministry for Economic Cooperation and Development (BMZ):

- Global Network on Sustainable Lifestyles ([www.vision2050.net](http://www.vision2050.net))
- Global Network on Sustainable Innovation and Entrepreneurship ([www.scaling-up.net](http://www.scaling-up.net))

Both networks were introduced to the participants as tools to connect stakeholders to promote sustainable living. The networks feature a variety of initiatives that are underway across the world that encourage collaboration, and showcase promising practices and partnerships with innovators, an example of which is the Manila workstudio that was made possible through cooperation with the ECHOsi Foundation. Other features of the networks include webinars and other in-person stakeholder gatherings to facilitate dialogue, visualization, matchmaking and action planning.

The networks were officially launched at parallel events during the UN Conference on Sustainable Development Rio+20 held in 2012. Membership within the networks is open to anybody with an interest in scaling up innovation and sustainable living.

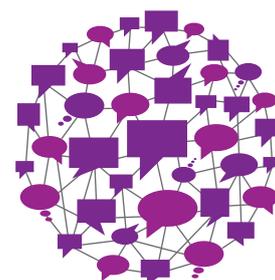
To join one or both networks, please visit their websites and click on "Sign up".



*Ms. Cheryl Hicks introducing the Global Networks*



Global Network on Sustainable  
Innovation and Entrepreneurship



Global Network on  
Sustainable Lifestyles

## BRINGING SUSTAINABLE LIFESTYLES INTO THE MAINSTREAM: THE DNA OF ECHOSI

Ms. Jeannie Javelosa, President of the ECHOSi Foundation, also welcomed the participants. As the spokesperson of the local partner for the workstudio Ms. Javelosa explained that ECHO is an acronym for “Environment & Community Hope Organization”, and that the organisation is based on a business model represents a remarkable case for living sustainably in the Philippines. The ECHOSi Foundation became the partner for the workstudio as a continuation of ECHOstore’s involvement in consultative meetings that happened in the Hague, the Netherlands, for the UN Rio+20 preparatory process.<sup>8</sup> ECHOSi itself aims to empower communities with hope and opportunities for a fair and sustainable way of living.

From a social enterprise represented by the retail store focused on selling fair-trade products (ECHOstore), the system grew to cover more links of the value chain, thus the ECHOfarm, the ECHOmarket and the ECHOcafe were born. Hoping to serve as a model for sustainability initiatives in the country, the business also practices the 3R approach - recycling, reusing, and reducing - in its daily operations.

The development arm of the organization, the ECHOSi Foundation was founded in 2012 as a non-profit organization that seeks to empower marginalized groups, women, and cultural communities by providing training opportunities in retail, marketing, packaging, and design. It is responsible for looking at sustainable production across the supply chain.

The key areas of development include social and cultural enterprises, women’s economic empowerment, and culture, design and aesthetics for development. The experience of ECHOSi demonstrates the need to teach and develop managers and entrepreneurs to enable sustainable lifestyles in the Philippines as a first step toward triggering replication and scale-up of successful models. ECHOstore and ECHOSi serve as enablers for alliances, collaboration and partnerships in the sustainable consumption value chain.



*Ms. Jeannie Javelosa introducing the DNA of the ECHO model*

<sup>8</sup> For more information on the Hague Consultation, please check: <http://www.uncsd2012.org>.

## SUSTAINABILITY DIRECTIONS IN THE PHILIPPINES

Ms. Pacita “Chit” Juan, President of the Women’s Business Council, emphasized that, in the past, business involvement with communities used to be about philanthropy, whereas today it’s about business aligned corporate social responsibility (CSR). Furthermore, she highlighted that businesses need to be sustained and be sustainable.

Ms. Juan provided a snapshot of current sustainability initiatives in the country by providing a context on lifestyle and consumption trends in the Philippines and globally. The following are recent trends that present opportunities for sustainable businesses:

- Adults will want to pursue more recreation and playtime to balance out their busy lives. De-stressing activities will be in high-demand;
- Everyday objects are getting smarter and technology will be embedded into almost everything (i.e., purchases of food and beverage as well as skin care products and toiletries);
- Philippine SMEs will offer and introduce green technologies and innovative approaches into farming (i.e., urban farming).

Ms. Juan added that there are huge opportunities for sustainable initiatives and innovation in food and skin/beauty care products because people care about what they put into their mouth and in their skin. She also encouraged entrepreneurs to go green and practice sustainability, and spoke about current sustainability success stories of some members of the League of Corporate Foundations (LCF), Peace and Equity Foundation (PEF), private companies, and individual social entrepreneurs. She challenged other industries to find ways to ensure sustainability in their own business areas.

Some questions for participants to ponder were raised: How can the poor have access to credit so they can pursue sustainable lifestyle activities and businesses? What can architects and engineers do to ensure that infrastructure is climate change- and/or natural disaster-proof? How can we, on a personal capacity basis, contribute to sustainable living?

Ms. Juan closed her speech by sharing three tips for pursuing sustainable lifestyle initiatives: (1) Connections and relations with like-minded individuals must be established; (2) Networks and activities must be aligned with the person’s current job; and (3) The initiative must be something that the individual is excited about.



*Ms. Pacita Juan talking about the evolution from philanthropy to CSR*



# FILIPINO LIFESTYLES IN 2050

## - A JOURNEY INTO THE FUTURE

The vision 2050 session is a strategic and holistic planning tool that enables participants to have a longer view of the future, imagine new possibilities, create a better understanding of problems and solutions, and take smarter action as early as today to achieve the desired future.

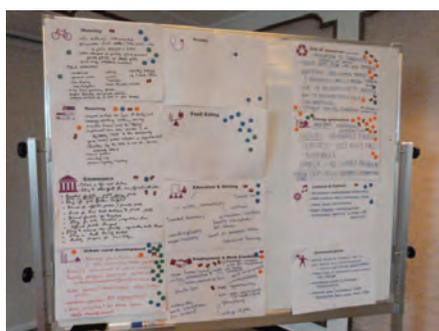
A role-playing exercise with six “future consumers”, known as personas, helped participants imagine and walk in the shoes of Filipino consumers in 2050. It also enabled the participants to craft scenarios for sustainable living in 2050.

These characters were created as a projection of the Filipino society in 2050 using trend analysis, persona profiling and behavioural typology. They represented different consumers, from an 18-year old studying to become a vertical farmer to a 72-year old retired fisherman. Each of the lifestyle personas showed their activities, values and lifestyle preferences.

While playing the role of these different future characters, participants discussed the different impacts of their activities, things they'd like to change, and other details that contributed to their daily-life activities and choices. This way, they created a scenario that illustrated 12 different impacts arising out of their 2050 lifestyles.



*The Filipino consumers in 2050*



*The visioning process (going line by line, from the left to the right):*

1. Introduction to the process;
2. Persona discussion;
3. Scenario creation;
4. Scenarios;
5. Pathway discussion.

The diagram on the next page illustrates how the visioning session took place. Results of the visioning session are presented and discussed in the section that follows.

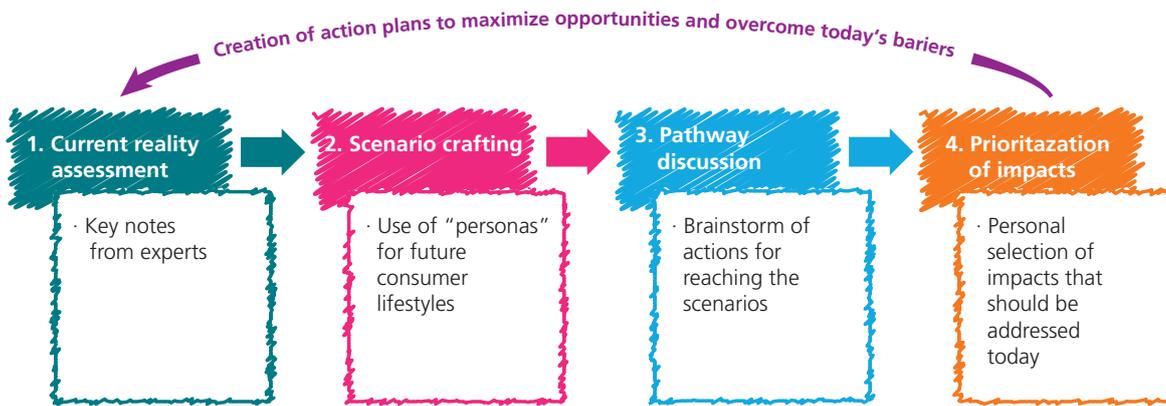


Figure 1. Visioning session process

## VISIONING FUTURE SCENARIOS IN 2050

When confronted with the different impact areas and the relationship to current lifestyles, participants were able to envision a sustainable scenario to 2050 and discuss the level of relevance of each impact category for living sustainably in the future.

Based on their inputs, the Filipino "good life" in 2050 embodies responsible and efficient resource use, a prevalence of renewable energy, and government policies that ensure the wellbeing of the people as well as a sustainable and balanced development of urban and rural regions. Communication is considered an area of low interest followed by leisure & culture, health and governance.

The low level of concern regarding communication can be attributed to the fact that current ICT in the country, especially mobile phones, reaches most of the population and allows for a high level of connectivity among Filipinos. The number of mobile connections in the Philippines in 2010 (almost 87 million) was nearly as large as the population (Chua et al., 2011). Mobile technologies are used for all types of communication purposes, mainly through SMS (Tordecilla, 2010; Ellwood-Clayton, 2006). The way information is being processed and disseminated in the Philippines relies so heavily on text messaging that the country is even known as "the text capital of the world" (Celdran, 2002). Another possible reason for the low concern for communications may relate to the fact that communication technology and know-how in the Philippines are mostly imported from foreign partners (Tagura, 1997), leaving little space for internal worries regarding the development of new technology. Nevertheless, it's important not to lose sight of the (mainly) social and environmental challenges that ICT brings along with its numerous opportunities (CSCP, 2012).

The chart below represents the impact areas considered to be of greatest importance to sustainable living in 2050, followed by a full description of the future scenario crafted by the participants.

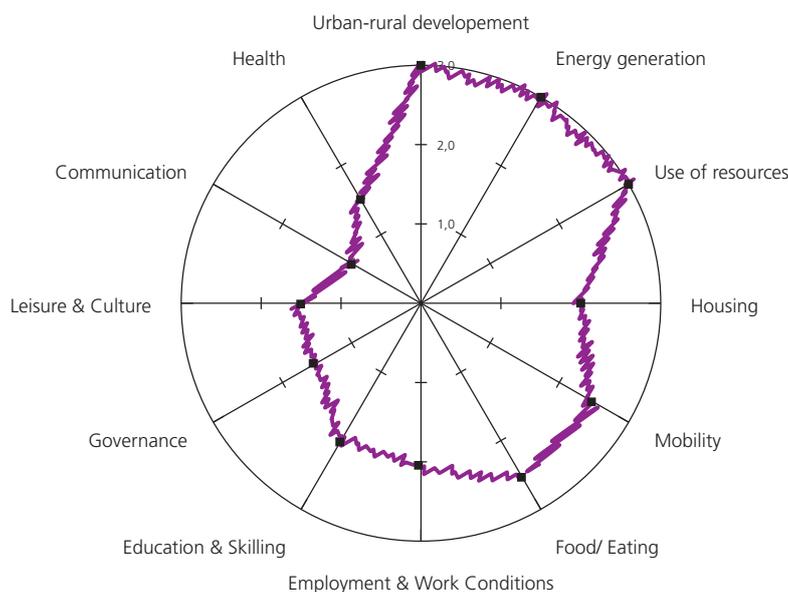


Figure 2. Impact areas judged most relevant for lifestyles in 2050  
Scale: 3 – highly relevant; 2 – relevant; 1 – somewhat important

## IN THE PHILIPPINES IN 2050...



### **Vision: Urban-rural development**

There is responsible management of natural resources and proper waste management. Public infrastructure is based on renewable and green energy solutions, such as solar and electric vehicles. More investment in urban spaces helps the development of urban gardens, which are accessible to small communities. There is a marked emphasis on the efficient use of space. Mixed used residential and commercial complexes are properly designed as are shared spaces like parks, gardens and community areas.



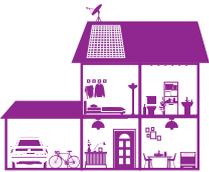
### **Vision: Energy generation**

A new development of individual energy generation can be found. Energy supply is neither a problem nor a status issue, but there is price driven energy consumption. There is no energy supply problem in 2050 because the Philippines has struck a balance between the use of renewable sources of energy and fossil fuel. Electric-powered modes of transportation are the norm as fossil fuels have largely been replaced by bio-fuels. Filipino homes have the individual capacity to generate energy by making use of solar or wind resources.



### **Vision: Resource use**

The proper allocation and management of resources is a critical issue. Stricter regulations on resource extraction are developed and implemented. Technologies are utilized to monitor and ensure efficient consumption of resources in homes and communities. These innovations help communities to exhibit less-wasteful behaviours.



### **Vision: Housing**

Houses are compact and have a multiple uses; also serving as work or leisure spaces. They are energy efficient by using passive lighting and cooling. Energy creating walking facilities are also integrated into the houses. The social aspect is closely connected to housing. Shared spaces and community life are important and the trend toward the concept of vertical urbanism is gaining ground. There are requirements to collect water and to produce fruits and vegetables for the community. Incentives by the state to care for seniors and differently abled are introduced. Because of the emphasis on the efficient use of space, "monster homes" or houses with a built area that exceeds 600 square meters are heavily taxed due to their larger-than-average carbon footprint. Permits to build houses require environmental provisions such as green roofing/vertical gardening, energy efficiency, low water consumption, and effective waste management.



### **Vision: Mobility**

Pedestrians and public transport are the top mobility priorities as everybody (including policy-makers and business people) use public transport or walk. New devices are able to catch and use the energy that is created by taking the bike or walking. Public transportation and walkways are interconnected, reliable, safe, gender-sensitive and able to provide privacy and comforts for users. Meanwhile, advancements in technology brought about the possibility of time-sharing for various modes of transport. Strict environmental and taxation laws regulate private and luxury vehicles.



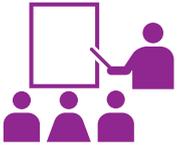
### **Vision: Nutrition (food and drink)**

Taxes on junk foods and highly processed food help make organic food the norm. Slow food is most common in families. The "good food" community supplies fresh products and healthy "quick service" food restaurants are very popular. A certifying body for organic or premium produce is in place and plays an important role to guarantee the quality of the product. Capacity-building programs for small and local producers are in place. Nutritional education and classes about urban gardening as well as organic farming are part of the curriculum in school. There is access to deep-sea fish rather than fish from fish farms.



### **Vision: Employment and working conditions**

New jobs that improve living conditions are created by the government. Due to the flexibility of learning and the increase in interdisciplinary approaches to consumption, there are many employment opportunities, mainly related to health and food. There is an increase in the number of SMEs and the number of people who opt for self-employment; legislation that supports this trend is put in place. Meanwhile, work-life balance issues and unhealthy work conditions are being addressed. There is increasing interconnectedness among co-workers, although there is less face-to-face communication.



### **Vision: Education and skills training**

Education is largely online and interconnected “blended learning” and “hands on” skilling are part of the educational system. Interdisciplinary approaches and multi-tasking are important factors in education. As mentioned, a lot of learning is done online and offsite, thus allowing for a lot of flexibility and opportunity. Freedom of choice is highlighted with various interdisciplinary courses. Sustainable living is a key component of the educational system that offers courses on, for example, homeopathy, organic farming, and alternative medicine. There is education on health and alternative lifestyles.



### **Vision: Culture and leisure**

Recreation is technology driven, although unique Filipino traits still surface and endure. Filipinos remain family and socially oriented. Communal living and open-space sharing characterize urban development.



### **Vision: Communication**

Technology is democratized and everyone has access to digital communication tools. Online interaction predominates over offline face-to-face meetings, although a strong sense of community, family and culture endures. Social platforms enable “sustainable social influencers” to take advantage of networking and learning/teaching opportunities.



### **Vision: Governance and human rights**

The government is very active in ensuring the health and well being of the population. Effective policies are in place to guarantee work-life balance as well as public infrastructure for hospitals and recreational facilities, such as green parks and gardens. The elderly population is provided with specific health programs. Public transportation is efficient, water treatment is regulated, and eco-friendly agriculture is largely encouraged by public policies. A key driver of these changes is a reliable framework for Public-Private Partnership (PPP) initiatives.

A drastic change in values is anticipated to be brought about by reduced social interaction and technological advances. Accordingly, government is largely concerned with maintaining key social relationships and there are state incentives to offer opportunities for physical activity and social interaction among the youth. The government also has a clear environmental concern and this is seen in policies minimizing environment hazards and those that create incentives for the use of eco-friendly technologies as well as to encourage people to work in the agriculture and fishing industries.



### **Vision: Health**

Priority is given to preventive healthcare in 2050. Healthcare is considered as a universal right in the Philippines and it is made very accessible even in the barangay (local) level. There are more pharmacies that supply natural or herbal medicines rather than brick and mortar drug stores. Polluting industries that have a direct impact on human health are heavily taxed.

## IMPACTS AND DRIVERS FOR SUSTAINABLE LIFESTYLES

Mapping out a pathway to bridge the gap between the current reality and the future scenario was the second part of the visioning session.

Returning to the current Filipino reality, participants analysed the necessary drivers to act upon each of the 12 impact areas to facilitate the transition to the desired future scenario. The drivers were divided into four different categories and each participant was given the opportunity to relate each category of driver to one of the impact areas. The illustration below presents the results of this exercise. The figures in the illustration represent the number of votes each category of driver received for each impact.

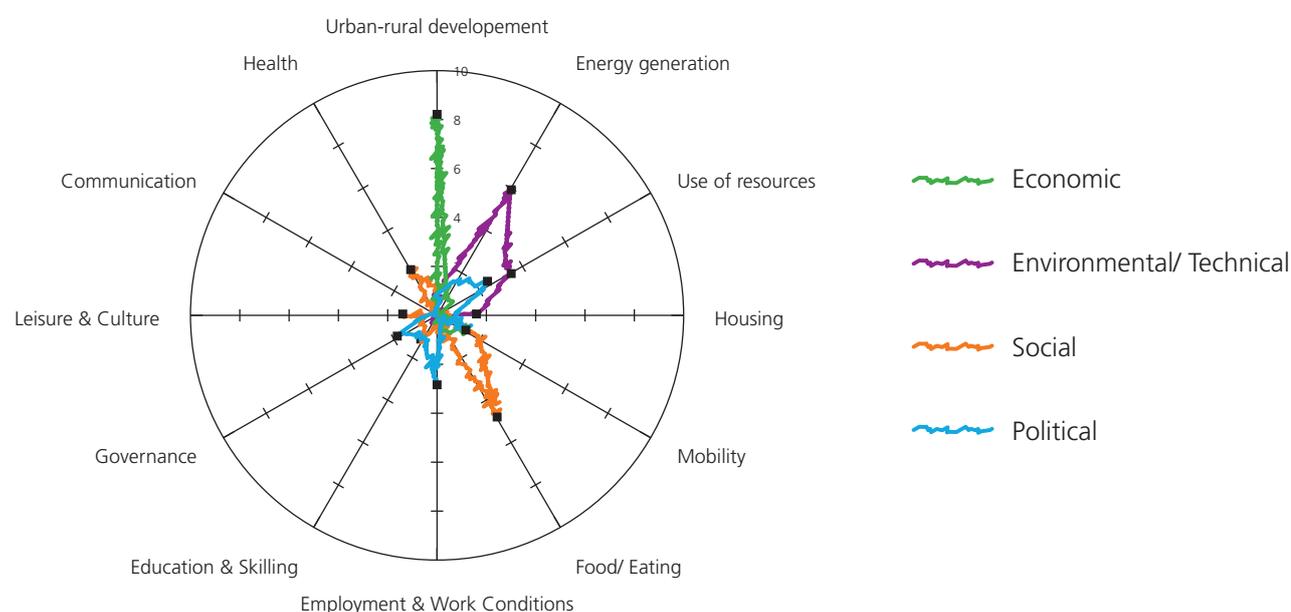
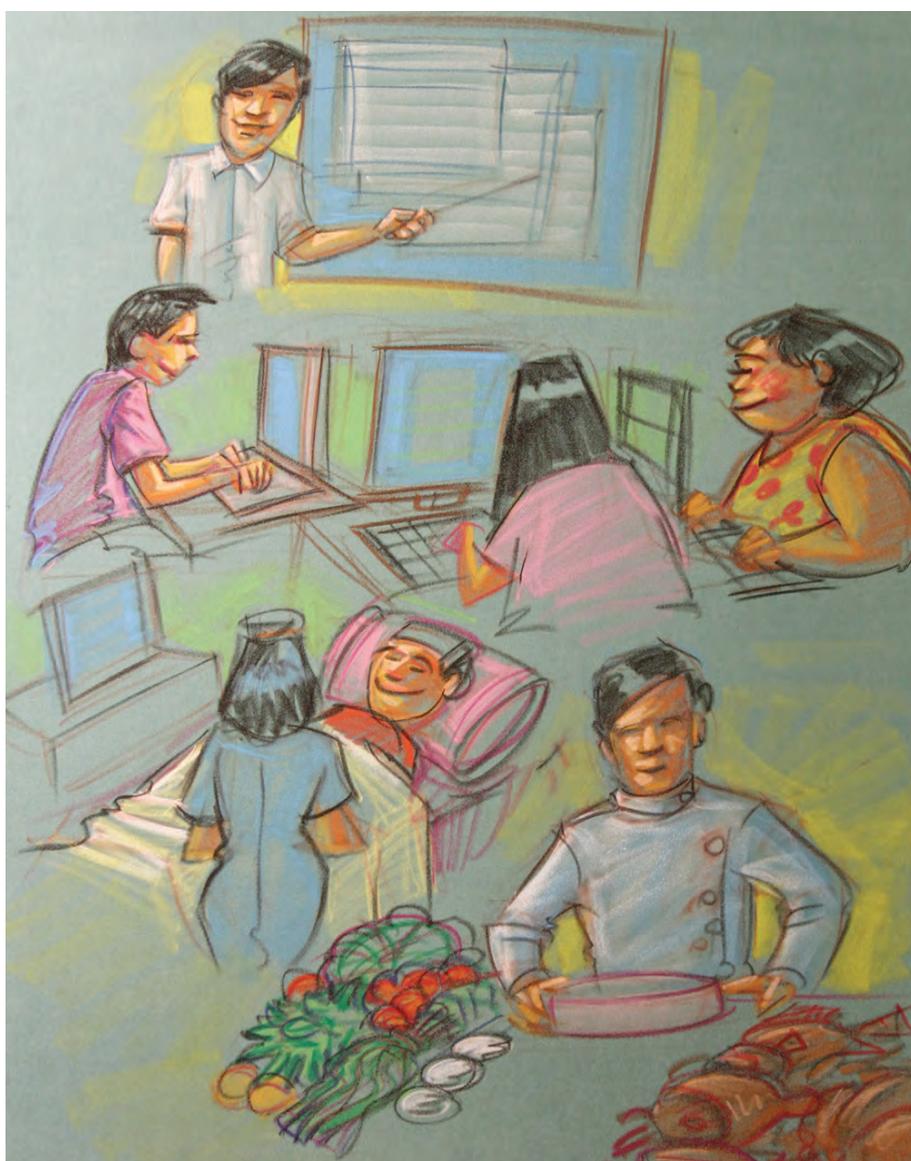


Figure 3. Drivers of measures needed for the different impact areas to reach 2050 scenarios

Several observations can be drawn from the above figure:

- Primarily, the three most relevant impact areas are approached differently concerning how the appropriate change enablers are defined. Urban-rural development is considered to be driven primarily by environmental drivers, while sustainable energy generation is seen to depend largely on economic drivers and, to a smaller extent, on political enablers. The responsible and efficient use of natural resources, on the other hand, sees a mix of drivers as important with a priority on economic and political drivers;
- Political and social drivers are seen as enabling change in nearly all impact areas. As opposed to economic and environmental drivers, which are directed toward specific impact areas, political and social enablers are considered relevant to almost all impact areas and for lifestyles. This calls our attention to their importance in the overall process of bridging the gap between today and 2050 in the Philippines;

- Social drivers are considered to exert the largest influence over the goal to reach healthy and sustainable nutrition, while political drivers are seen as being of importance to solutions related to work & employment conditions;
- Regarding the other impact areas, mobility is expected to be shaped by a mix of social, environmental and political drivers, while education & skills development are seen to be influenced by social and political drivers;
- Housing, depends mainly on economic drivers, although political and social tools are considered relevant to a lesser extent;
- Regarding areas considered of lesser impact, solutions to improving governance depend mainly on political drivers, while health, leisure & culture are seen to be driven by social enablers.



*Visualizing the scenarios: Education, employment, health, food and drink*

# ROUNDTABLE DISCUSSIONS - SCALING UP INNOVATIONS AND ENABLING SUSTAINABLE LIFESTYLES

## INTRODUCTION

As a key factor to achieve environmental, social and economic impact, successful stakeholder engagement and cooperation requires a complex process of networking and defining a common agenda for action. For this reason, the roundtable discussions were structured to facilitate dialogue among relevant actors with the aim of creating potential alliances to leverage innovation to support sustainable living in the Philippines.

The issue of [developing business and social innovation and scale up strategies](#) favourable to a sustainable future was never as pressing for the Filipino people as it is today. After reaching a higher than expected economic growth rate of 6.6% in 2012, surpassing the government's target of 5 to 6% growth (NSCB, 2013). The Philippines is truly heading towards substantial economic growth that has been forecasted for the next decades and is on its way to become the world's 16th largest economy by 2050 (HSBC Global Research, 2012a).

The main problem is that such an economic expansion hardly sustainable and inclusive, as has been recognised by the government itself (NEDA, 2011). Accordingly, the situation in the Philippines demands the development of an entrepreneurial environment to leverage sustainable innovation and lifestyles that are consistent with a transition to a sustainable future. There are sustainable practices and promising partnerships that are already flourishing around the country, and some of the best examples are highlighted below. Nevertheless, they still constitute comparatively isolated examples scattered over the country and lack a national sustainable lifestyle agenda.

Bearing in mind that under such scenario, the participants of the workstudio were grouped into roundtable discussions with the goals of assessing the current stage of development and opportunities to scale up sustainable innovation in the Philippines, and to identify tools and elements with potential to help create an entrepreneurial environment that enables sustainable lifestyles. The interaction facilitated by the roundtable discussions also allowed the identification of potential synergies among the different stakeholders for future collaboration to promote sustainable ways of living.

Three main questions guided the roundtable discussions:

1. What sustainable innovation and sustainable lifestyle success stories are you aware of in the Philippines?
2. Which of these examples have actually been scaled up or replicated? Why do you think this happened (what were the success factors)?
3. What kind of partnerships are needed to scale up positive sustainable living impacts?

The table below presents the different discussion tables and their corresponding hosts, followed by detailed information on the outputs of this session. A more thorough description of the identified success stories in the Philippines is presented in Annex 5.



Table 2. Roundtable discussion topics and hosts

Roundtable	Table hosts
Role of corporate social responsibility	<ul style="list-style-type: none"> <li>Lydia Enrile Director, League of Corporate Foundations (LCF)</li> </ul>
	<ul style="list-style-type: none"> <li>Enrique Florencio Head of Knowledge Management and Sustainability Officer, Association of Development Financing Institutions in Asia &amp; the Pacific (ADFIAP)</li> </ul>
Role of education & research	<ul style="list-style-type: none"> <li>Prof. Andrea “Ginny” Santiago Sustainability Officer, De La Salle University</li> </ul>
Role of entrepreneurship	<ul style="list-style-type: none"> <li>Pacita Juan President, Women’s Business Council</li> </ul>
Role of financial sector	<ul style="list-style-type: none"> <li>Vitaliano “Lanny” Nanagas Chair and President, Organizational Systems, Inc.</li> </ul>
Role of natural resources’ managers	<ul style="list-style-type: none"> <li>Alex Escano Management Association of the Philippines (MAP)</li> </ul>
Role of social innovation	<ul style="list-style-type: none"> <li>Jeannie Javelosa President, ECHOsi Foundation</li> </ul>

## FINANCIAL SECTOR

This roundtable discussed the contribution of three elements of the financial sector: (1) the formal finance sector, (2) the middle sector; and (3) the informal finance sector. While success stories can be drawn from each of these, the group believed that changes and innovation is happening mostly within the middle sector. A number of sustainable microfinance institutions (MFIs) and cooperatives that are successfully providing financing assistance are examples of organizations from this category. The following is a summary of the discussion:

### Sustainable innovation success stories

- In general, the financial sector still operates under conditions of “business as usual” in the Philippines. The understanding of the business case for SCP is in general lacking.
- Still, innovative examples can be identified such as the PinoyME Foundation, a social investment bank for microfinance institutions (MFIs) in the Philippines that cooperates with several sustainable MFIs, as well as small cooperatives that help provide finance to sustainability initiatives.

### Scale up success factors

- Awareness among financial stakeholders of the concept of sustainability and awareness of the role of the financial sector in supporting innovation to leverage change;
- Proactive “self-regulation” among financial intermediaries to begin the process of identifying the case for providing financial support to SCP-related entrepreneurs. This will involve developing a better understanding of risks and also the unique needs of SCP entrepreneurs;



- Effective succession planning in financial organizations to motivate internal employees and develop internal skills to fill key leadership positions in the field of finance for sustainability;
- Cooperative relationships with clients and partners by offering non-financial support to small enterprises, such as training for capacity building and technical assistance;
- Active participation of civil society, including “watchdogs”, and public authorities to curb money laundering and terrorist financing activities. This will contribute to development of a governance system based on financial transparency and sustainability;
- Having sustainability champions both inside and outside the Philippines as viable role models that provide examples of sustainable innovations.



### Partnerships needed to scale up impacts

- A large array of potential partners for the financial sector were identified that could contribute toward efforts to mainstream the provision of financial support for SCP related activities. These include bank foundations and other financial institutions;
- Consulting firms and academia are relevant potential partners to help develop knowledge about the environmental and social risk factors of clients and investment projects related to SCP and other issues;
- Partnerships with development agencies are necessary to obtain economic and knowledge support for investments in tailor-made financial products and services for entrepreneurial innovation;
- Further develop the on-going transition in the relationship between Filipino NGOs and funding agencies from an “aid” relationship (one-way street focussed mainly on transferring financial resources to one-time projects) to a true partnership built upon agenda-based commitments that benefit both parties. It is becoming increasingly evident that NGOs also have benefits to offer to their financial partners such as research opportunities, documentation and information dissemination, as well as the opportunity to generate positive social and environmental impact through finance;
- The government is considered an essential partner to provide support through policies and regulatory mechanisms to build and develop the SCP business case.

## EDUCATION AND RESEARCH

This discussion table focused on identifying sustainability initiatives of a few universities and colleges that are considered as leading examples. The group noted that not all initiatives had been widely replicated. Another topic of discussion at this roundtable was the range of potential partnerships that are yet to be established by the sector. This was seen as a factor that contributed toward the relative absence of successful scale up of initiatives. Below is a summary of the discussion:

### Sustainable innovation success stories

- Manilla's De La Salle University hosts a number of different initiatives: (i) the Zero Styro initiative that aims to reduce the use of Styrofoam plastic inside the campus to support green food packaging; (ii) the SINAG, SIKAT I and SIKAT II projects that are directed toward the design and construction of solar cars within a multi-stakeholder partnership; (iii) master's programs on environmental topics, such as the M.Sc. in Environmental Science and Ecosystem Management and the M.Sc. in Environmental Engineering and Management; (iv) research centres focused on innovation and sustainability, such as the Center for Engineering and Sustainable Development Research;
- La Trinidad's Benguet State University offers an undergraduate Organic Agriculture Program that aims to prepare graduates to provide technical support in the development of the organic industry and market;
- Manilla's Waldorf School offers an alternative educational system based on Rudolf Steiner's teaching method that motivates creative thinking and links ordinary subjects (i.e., math, science, history) to artistic activities.



### Scale up success factors

- Funding was crucial for bridging the gap between the concept of a sustainable innovation and its true materialization and further replication, as became evident with the experience of the sun-powered car projects;
- Encouraging competition among students, professors and researchers, individually or in teams to develop ideas and innovation;
- Strong multi-stakeholder partnerships, especially with the business sector, that aim to obtain not only the necessary financial resources but also non-financial resources such as knowledge, experience and media exposure.

### Partnerships needed to scale up impacts

- Partnerships with industry would enable access to funding for research and competition events to recognize best practices and innovation;
- Public-Private Partnerships (PPP) could promote renewable energy initiatives and research;
- Closer cooperation with government could develop sustainability education policies and programs;
- Partnerships between academic institutions could promote a sharing of good practice, joint sustainability activities and young leaders programs;
- Cooperation agreements with the media could inform educational progress on sustainability and promote sustainable living campaigns;
- Companies prepared to hire students for internships and support long-term training and R&D;
- Comprehensive curricula that includes topics related to sustainability and engage different academic institutions around a common agenda.

## ENTREPRENEURSHIP AND BUSINESS

This discussion table focused on analysing the main success factors of successfully scaled up innovative business approaches in the Philippines. The discussion highlighted the importance of factors such as personal commitment and the promotion of social empowerment and engagement. Despite these many positive developments the group agreed that there remains considerable room for a variety of new partnerships that involve the business sector. Below is a summary of the discussion:

### Sustainable innovation success stories

- ECHOstore is a social enterprise that fulfils a number of roles along the supply chain to offer fair trade products and support local communities to improve their livelihoods. Roles range from farm production to retailing;
- Human Nature is a social enterprise that retails beauty and body care products while paying close attention to environmental and social factors related to their business, including the origin and health aspects of product components and engagement of communities in organic farms;
- Ilog Maria produces local, natural and chemical-free honey-based products for household and personal care;
- Rags2Riches markets personal and home accessories designed by world famous designers but produced locally by Filipino artisans;
- Invisible Sisters is a social enterprise that provides training to poor women to develop knitting and crochet skills and to produce hand art using mainly industrial waste;
- Messy Bessy is an enterprise that produces and retails non-toxic and biodegradable household cleaning products;
- Sugar Leaf is a restaurant and retail store that offers mostly organic and healthy food;
- Switch2Save is a social enterprise that provides funding to organizations dedicated to human development projects. Money for project finding is raised by selling everyday necessities including water, rice and sanitary napkins.



### Scale up success factors

- The personal commitment and vision of the founders and a franchise based business model are seen as the main success factors of the ECHOstore;
- The conditions that supported success of the Human Nature social enterprise is its grass roots approach and empowerment of people, women in particular;
- The adoption of a social mission was identified as a success factor for the Rags2Riches and Invisible Sisters businesses.

### Required partnerships to scale up impacts

- Closer cooperation and consistency along the supply chain, especially in relation to distribution, is needed to enable distribution and sale of products and services;
- Partnerships with financial institutions to provide financial resources to increase SCP capacity in SMEs and industry;
- Partnerships with media companies to disseminate best practices and sustainable enterprises;
- Creation of and partnership with an accreditation body to highlight the differences among products and services in the market and to provide reliable information for consumers;
- Development of an online network to connect stakeholders to enable discussion on interests and projects and to share experiences.

## CORPORATE SOCIAL RESPONSIBILITY

This discussion group focused on assessing the current state of development of CSR strategies. The most successful CSP examples that promoted sustainable lifestyles were highlighted. Going beyond this point, participants also identified success factors behind the identified success stories, and envisioned ways to expand the role of CSR in the transition to a sustainable future scenario. The main outputs of this discussion are presented below:

### Sustainable innovation success stories

- Adoption of models on shared value creation by enterprises such as Jollibee Foods Corporation and Nestlé that enable active community participation in supply chains by providing needed raw materials and production inputs, among other activities;
- Commitment from several companies to work on social innovation through, for example, developing more sustainable products and services. Examples include environmental programs adopted by Xerox Corporation to provide energy and resource-efficient products and solutions to clients and to reduce the use of toxic materials and heavy metals in supply chains;
- Engaging communities in waste management activities such as the Solid Waste Management program promoted by Ayala Land, Inc. through its Ayala Foundation. This initiative provides jobs for poor communities in waste collection and segregation at company facilities;
- There are also CSR projects that harness technology that participants consider as sustainability success stories, such as the adoption of mobile banking by financial institutions and the introduction of green innovation in business operations (e.g., use of LED lighting/ renewable energy, etc.);
- Multi-stakeholder partnerships to promote the Knowledge Channel, a TV and internet broadcaster of programs to teach children academic and non-academic lessons based on the Philippines' basic education curriculum;
- Promotion of IDEASpace by a diverse group of private companies. IDEASpace provides funding and grants to qualified technology projects and aims to transform solutions into successful commercial products;
- Legislation on social enterprises was considered as an opportunity to further support and encourage new sustainability related initiatives.



### Scale up success factors

- Nestlé's "Creating Shared Value" program and Xerox's sustainability actions were identified as the main examples of scaled up success stories in the Philippines. Success factors for these initiatives include:
  - o Leadership skills of the board of directors and overall strong stakeholder engagement to direct and guide company actions;
  - o Developing products and projects that are in tune with society's needs;
  - o Effectiveness in aligning CSR goals with profitability, showing that efficiency-related programs are also economically favourable;
- In addition to the Xerox and Nestle cases, the Knowledge Channel was also pointed out as a successful scaled up innovation because of its expansion from television and school video materials to other media platforms, such as its internet website. Its strong stakeholder support from both the public and the private sectors and its continuing efforts to attract new partners are seen as major success factors.

### Required partnerships to scale up impacts

- Multi-stakeholder partnerships are critical that engage government, civil society organizations, businesses, media and communities, to achieve common sustainability goals and with potential to benefit all parties involved. Examples of benefits include for example, cleaner and more profitable production processes, more sustainable products and services for consumers, jobs and inclusive development for poor communities, better environmental governance through the closer cooperation between stakeholders and the government;
- Partnerships driven by shared principles and values, such as social values and high quality management, enable integration of CSR strategies within and among partners and successful community engagement.



*Visualization: Transparency and accountability along the entire value chain*

## MANAGEMENT OF NATURAL RESOURCES

This discussion table analysed the current resource use scenario in the Philippines and the main initiatives that are currently in place that aim to overcome present shortcomings in resource management.

Due to its long coastline and special climate conditions, the Philippines houses rich agricultural, marine and mineral resources, a factor that is decisive for attracting investors to the country (Navarro Amper & Co, 2012). However, these natural resources are largely mismanaged to meet international demand for resources, a trend that is mostly evident in relation to marine ecosystems and these ecosystems are currently threatened due to overfishing and destructive fishing methods (WWF, 2012).

Despite the challenges in the natural resource sector this roundtable focussed on success stories including patterns and success factors. The aim was to evaluate the necessary conditions for further development and replication of sustainable resource management practices.



### Sustainable innovation success stories

Success stories regarding resource use are found in two major project areas: (i) initiatives in rural areas and (ii) initiatives devoted to natural resource management in urban regions. The best examples are described below, beginning with rural success stories:

- Community stewardship projects to protect forest and coastal regions are being delivered in the Donsol, Sagada, Apo Island and Lake Sebu regions;
- Community participation in resource management activities is considered a successful practice of the Davao del Sur region;
- Investment in ecotourism backed by strong community engagement and benefits for local people is taking place in regions such as CamSur;
- La Frutera, the largest banana exporter of the Philippines, works to ensure community benefits in conflict areas;
- The Limcoma Multipurpose Cooperative, in the Batangas region, is also a resource management success story because of its origins as a small cooperative of backyard poultry and pig farmers that grew to become a multi-million dollar meat production and processing cooperative that supports community development;
- Other approaches to promote the sustainable management of resources include payment for ecosystem services (such as diving activities) in the Donsol and Apo Island regions;
- Urban initiatives include the Road Revolution, which is a movement backed by NGOs and civil society groups that advocates for a fair division of the space taken exclusively by roads. The movement aims to obtain proportional shares of space for side-walks and pathways, bicycle lanes and greenbelts for edible gardens;
- A further urban resource management initiative is the multi-stakeholder housing project in Estero de San Miguel and other regions of Metro Manila. The initiative aims to relocate poor families that live along the tributaries of the Pasig River to permanent nearby homes to protect water resources and promote community development.

### Scale up success factors

- The social and economic development mission towards local people was seen as a key success factor for the Limcoma Multipurpose Cooperative. In addition, the strategy of expanding the cooperative's activities through opening of new branches to reach other similar regions and gather support was another success factor;
- La Frutera was also seen as a scale up success story. Success factors were the promotion of community welfare and job opportunities in the Datu Paglas region, which is considered a conflict area;
- The Road Revolution and the urban housing initiatives have also seen successful scale up. Success factors include the broad civil society support and a foundation based on established social rights.

### Required partnerships to scale up impacts

- Closer cooperation between resource use initiatives and Local Government Units (LGUs);
- Leadership skills among stakeholders to engage their respective sectors and encourage sustainable resource use;
- Coordination and consistent action among national and local governments is needed to avoid the overlap of initiatives and a lack of attention to common areas of responsibility;
- Deeper community engagement with sustainable resource management initiatives, including engagement with indigenous communities, can address resource development shortcomings and social problems;
- Partnerships with the private sector are needed to attract investments for the protection of natural resources while generating income for the business sector and government, through activities such as ecotourism.

## SOCIAL INNOVATION

This discussion table focused on identifying concepts, strategies and projects in a number of fields and different stakeholders that aim to meet social needs in an innovative and sustainable way. Despite the diversity of success stories, the group highlighted many challenges in the Philippines that still impede the development and the scale up of social innovation. Therefore, stakeholder engagement and the development of partnerships were considered essential steps toward properly addressing current obstacles. The following presents a summary of the discussion.

### Sustainable innovation success stories

- Regarding urban development, the roundtable highlighted the inclusive urban zoning program in Alabang, in the suburbs of Metro Manila. The relevant feature of this initiative is a employee housing project led by Ayala Corporation that aims to create an egalitarian community where people of different income levels share common facilities and services;
- Also concerning urban development the multi-stakeholder program Kapit Bisig para sa Ilog Pasig (KBPIP) led by ABS-CBN Foundation, Inc. aims to rehabilitate Metro Manila's waterways by eliminating pollution and solid waste and relocating families in informal settlements families along the estuaries of the Pasig River. Estero de San Miguel is one of the targeted regions of the project;

A number of examples of social innovation related to the business sector were also explored at the discussion table. Examples are described below;

- Phinma Property Holdings Corporation, a company active in the housing sector, hosts the Bagog Buhay Program as a CSR initiative. The program aims to provide skills training and donates excess construction materials to communities where the company operates building projects. Many of the projects they support include examples of green innovation such as solar panels and rainwater recycling devices;
- Nestlé Philippines, Inc. promotes a Sustainable Coffee Farming Training Program that aims to help farmers improve the quality and quantity of their coffee harvest that is purchased by Nestlé while at the same time supporting farmers to develop their agricultural skills and improve their livelihoods;
- Jollibee Foods Corporation, the largest fast-food chain in the Philippines, operates the Farmers Entrepreneurship Program as part of the company's CSR activities. The program offers small Filipino farmers the opportunity to be direct suppliers to Jollibee;
- MCPI Corporation, a major Filipino supplier of seaweed raw materials, offers marginalized farmers and fishermen a nature-friendly alternative livelihood by engaging them directly as suppliers;
- A significant number of examples of social innovation can also be found among social enterprises. These include the ECHOstore and its non-profit ECHOsi Foundation, Rags2Riches, Human Nature and Gifts & Graces Fairtrade Foundation (a social enterprise that markets fair-trade products produced by marginalized communities in partnership with NGOs);



- The Hapinoy Sari-Sari Store Program is a multi-stakeholder project that supports women owners of neighbourhood convenience stores (sari-sari stores) through training courses on business management and personal development, and supporting them to access credit;
- From the NGO sector, the discussion table identified two examples of social innovation: (i) Gawad Kalinga, an organization that advocates for poverty alleviation through projects that help poor communities to improve their housing conditions, their food security and their land fertility and productivity; and (ii) Habitat for Humanity, an international organization that addresses housing needs by building homes through partnerships with governments and families that help to build and pay for their eventual home;
- From the financial sector, the group highlight the PinoyME Foundation, a social investment bank for microfinance institutions (MFIs) in the Philippines (already described above);
- Public initiatives have also encouraged the development of social innovation. Examples include the promotion of ecotourism and the revitalization of poor communities such as in CamSur and Estero de San Miguel (also described above).

#### Scale up success factors

- Compliance with the Asian Development Bank (ADB) criteria for financial support;
- Effectiveness in generating profit out of the social innovation attracts the interest of other stakeholders and helps to expand the initiative;
- Partnerships with public and civil society organizations was a relevant success factor for replicating the projects of Gawad Kalinga and Habitat for Humanity by enabling access to additional financial resources and support in carrying on project activities.

#### Required partnerships to scale up impacts

- Financial institutions and government organizations need to address the lack of funding and reward for social innovation in the Philippines. Opportunities to accomplish this include projects and financial products that support SCP-related initiatives;
- Government can also provide the necessary infrastructure and public policy to stimulate sustainable social innovation;
- The business sector should cooperate with educational institutions and consulting firms to develop innovative and sustainable business models and provide knowledge, experience and support for future entrepreneurs;
- Strong multi-stakeholder partnerships are relevant to maintain the activities of social innovation initiatives.

## OPPORTUNITIES AND CHALLENGES

Following the roundtable discussions participants highlighted the opportunities and challenges to develop and scale up sustainable innovations in the Philippines. They also evaluated their own product offerings and needs to promote change. The results are presented below.

Table 3. Overview of different challenges and opportunities

<b>Opportunities and challenges across different sectors</b>		
<b>Sector</b>	<b>Opportunities</b>	<b>Challenges</b>
<b><u>Entrepreneurship &amp; value chain</u></b>	<ul style="list-style-type: none"> <li>Branch out to create the market and sell sustainable products;</li> <li>Develop models to shape an inclusive growth path;</li> <li>Follow the steps of this small but very dynamic part of the economy by pushing for sustainable products, services and lifestyles;</li> <li>Increase demand for sustainable lifestyle products;</li> <li>Use and further develop existing sustainable business concepts;</li> <li>A growing and strong economy;</li> </ul>	<ul style="list-style-type: none"> <li>Make a breakthrough in mainstream business models and invest in design and innovation;</li> <li>Create new products from innovative and natural raw materials from outside the mainstream;</li> <li>Sustainable business models are not as acceptable as “business as usual”, so it’s a big challenge to answer the “how to grow” question regarding alternative businesses;</li> </ul>
<b><u>Finance</u></b>	<ul style="list-style-type: none"> <li>Innovative financing options and schemes to address the needs of social enterprises;</li> <li>Development of financial instruments to enable low interest financing;</li> </ul>	<ul style="list-style-type: none"> <li>Lack of funding to support the development of new ideas and models;</li> </ul>
<b><u>Communication and networking</u></b>	<ul style="list-style-type: none"> <li>Use broadcast media, such as TV and radio, as a tool;</li> <li>Promote sustainable lifestyle information in media campaigns;</li> <li>Global networks as opportunities to share ideas and other assets;</li> </ul>	<ul style="list-style-type: none"> <li>Truly inclusive discussions that engage all stakeholders and communities in society remain absent;</li> <li>Information on social innovation and sustainable lifestyles is not mainstream nor easily accessible;</li> <li>Need for more broadcast television channels to share information and assets;</li> <li>Lack of funds to maintain internet blogs and sustainability events;</li> </ul>
<b><u>Education, research &amp; awareness</u></b>	<ul style="list-style-type: none"> <li>Assess and promote information on sustainable living;</li> <li>Further develop the sustainability research agenda;</li> <li>Online learning and teaching;</li> </ul>	<ul style="list-style-type: none"> <li>The “how to educate for sustainability” question is still missing an answer, but some of the opportunities and challenges raised in the workstudio can help define the way forward for education;</li> <li>There is a need for training organisations with a focus on sustainability skills and crafts that could prepare graduates to work in local production organizations and to develop sustainable innovation;</li> <li>A lack of understanding and appreciation for sustainable concepts and practices;</li> <li>Very few educational campaigns on sustainability issues;</li> <li>Lack of awareness and knowledge of the potential role and contribution of social enterprises;</li> </ul>
<b><u>Culture &amp; habits</u></b>	<ul style="list-style-type: none"> <li>A revival of tangible and intangible cultural heritage and the appreciation for folk arts and crafts that are produced by communities and indigenous peoples;</li> <li>The availability of healthy food to go and natural pharmacies;</li> <li>The development of urban farms and green gardens;</li> </ul>	<ul style="list-style-type: none"> <li>There is a cultural “inflexibility” to visualize the concrete possibilities to change lifestyles and to adopt sustainable habits and ways of living;</li> <li>The lack of financial resources to support the production of traditional arts and crafts and provide access to markets for these products;</li> </ul>

## Opportunities and challenges across different sectors

Sector	Opportunities	Challenges
<u>Civil society</u>	<ul style="list-style-type: none"> <li>• There are many motivated, skilled, talented Filipino young people;</li> <li>• Involve more women in the process, especially in rural communities;</li> <li>• There is a growing community of active citizens that are conscious of social and environmental issues;</li> </ul>	<ul style="list-style-type: none"> <li>• Despite a desire for nationwide policies, social trust in government actions remains low and will require a long period of time to be rebuilt;</li> </ul>
<u>Partnerships</u>	<ul style="list-style-type: none"> <li>• There are opportunities to collaborate with public and private organizations, NGOs, professional organizations, the academic community, and social enterprises to collectively analyse current issues and develop collaborative projects.</li> <li>• There are opportunities for multi-stakeholder collaboration to reach new (international) markets and advertising venues;</li> </ul>	<ul style="list-style-type: none"> <li>• A tendency with public-private partnerships to maintain business as usual does not support the emergence of innovative multi-stakeholder partnerships;</li> </ul>
<u>Policy &amp; legislation</u>	<ul style="list-style-type: none"> <li>• Several environmental policies and laws are already in place;</li> </ul>	<ul style="list-style-type: none"> <li>• A lack of tax incentives to support social enterprises;</li> <li>• It is necessary to develop an enabling environment for SCP, based on broad political and economic incentives that link stakeholders;</li> <li>• There is a lack of clearly defined objectives and goals, which is needed to make policy implementation of measurable and efficient;</li> </ul>
<u>CSR</u>	<ul style="list-style-type: none"> <li>• Strengthen the creation of shared value through CSR efforts;</li> </ul>	<ul style="list-style-type: none"> <li>• Sustainable development is still not an overall objective of big businesses and industry. In most cases, it is confined to CSR departments and is not supported by central economic goals of the companies. There should be top level management efforts inside companies to direct organizations as a whole towards SCP;</li> </ul>
<u>Natural resources</u>		<ul style="list-style-type: none"> <li>• Overexploitation of forests and other ecosystems for raw materials;</li> <li>• Need for efficiency improvements in the Filipino agribusiness and fishing industry;</li> </ul>
<u>Information</u>		<ul style="list-style-type: none"> <li>• There is a lack of facts and figures to back up success stories;</li> </ul>
<u>Governance</u>		<ul style="list-style-type: none"> <li>• The issue of climate change is still decoupled from the discussion of sustainable lifestyles;</li> <li>• Constant corruption cases and fragile separation of powers in the state;</li> </ul>



# RESOURCES ON OFFER AND NEEDS

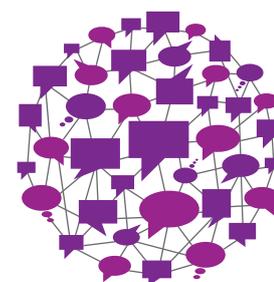
Table 4. Participant product offerings and needs

Resources on offer		Needs
Who?	What?	What ?
Asian Social Enterprise Incubator	<ul style="list-style-type: none"> <li>Incubation and consulting services to foster inclusive business models and renewable energy.</li> </ul>	<ul style="list-style-type: none"> <li>Funding for project development.</li> </ul>
Invisible Sisters	<ul style="list-style-type: none"> <li>Consulting and training services to develop skills, design new products and improve livelihoods.</li> </ul>	<ul style="list-style-type: none"> <li>Access to new markets and outlets to further develop trade opportunities.</li> <li>Volunteers to work mainly on product design and marketing.</li> </ul>
Philippine Commission for Women	<ul style="list-style-type: none"> <li>Integrate concepts related to environmental management and sustainable lifestyles in programs and projects.</li> </ul>	<ul style="list-style-type: none"> <li>More training opportunities and seminars on sustainable lifestyles and social innovation to increase awareness about the need to enable sustainable living.</li> </ul>
League of Corporate Foundations	<ul style="list-style-type: none"> <li>Promote sustainable living concepts through members.</li> </ul>	
De La Salle University	<ul style="list-style-type: none"> <li>Develop sustainability programs for undergraduate and graduate students.</li> <li>Develop training programs on management skills to encourage sustainable social enterprises.</li> </ul>	<ul style="list-style-type: none"> <li>Financial support for research programs and student competitions.</li> </ul>
Likhang Lahi	<ul style="list-style-type: none"> <li>Network of producers and exporters of Filipino folk art.</li> <li>Promotion of Filipino culture.</li> <li>Skills on the legal issues related to art production.</li> </ul>	<ul style="list-style-type: none"> <li>Funding to promote traditional art.</li> </ul>
ECHOstore / ECHOsi Foundation	<ul style="list-style-type: none"> <li>Licensing the ECHOstore retail concept and the ECHOsi Foundation brand.</li> <li>Retail operations, branding and design for sustainability.</li> <li>Dissemination of information on best practices through speeches and written articles for international publications.</li> </ul>	<ul style="list-style-type: none"> <li>Support to access global markets and to further develop business opportunities.</li> <li>Information about best practices on sustainability in other countries.</li> <li>Regulatory policies for future business opportunities.</li> <li>Government support in building an enabling environment for social innovation.</li> <li>Access to low interest loans.</li> <li>Incentives and rewards to sustainable social innovations.</li> </ul>
Ateneo Graduate School of Business	<ul style="list-style-type: none"> <li>Research capacity for sustainability-related issues.</li> </ul>	<ul style="list-style-type: none"> <li>Development of research projects on social and sustainable enterprises and sharing of information among stakeholders.</li> </ul>
GIZ	<ul style="list-style-type: none"> <li>Technical assistance in greening value chains, enterprises and local governments.</li> </ul>	<ul style="list-style-type: none"> <li>Need for green service providers.</li> </ul>
Mansmith / WBCPI	<ul style="list-style-type: none"> <li>Research and compilation of baseline data.</li> <li>Training and capacity building services.</li> </ul>	<ul style="list-style-type: none"> <li>IT system support.</li> <li>Greater transparency.</li> <li>Support for entrepreneurship development.</li> </ul>
Association of Development Financing Institutions in Asia and the Pacific (ADFIAP)	<ul style="list-style-type: none"> <li>Capacity building and training in advancing sustainable development through finance.</li> <li>Coaching and advisory services in sustainability management and reporting.</li> </ul>	<ul style="list-style-type: none"> <li>Partnerships with like-minded institutions.</li> <li>Greater access to funding.</li> </ul>
Palafox & Associates	<ul style="list-style-type: none"> <li>Support in educating local communities about smart development and urban planning.</li> <li>Environmental planning and urban planning services.</li> </ul>	<ul style="list-style-type: none"> <li>Greater access to funding and investments.</li> <li>Greater media exposure.</li> </ul>
Switch2Save	<ul style="list-style-type: none"> <li>Opportunities to secure sustainable funding for NGOs and foundations through social enterprise.</li> <li>Support the process of sharing information about Filipino best practices.</li> <li>All natural, earth-friendly products such as sanitary pads.</li> </ul>	<ul style="list-style-type: none"> <li>Funding and microfinance loans for new ventures.</li> <li>New partnerships to expand the distribution of products and services.</li> <li>Suppliers of organic rice and other locally produced products that Switch2Save can market.</li> <li>Further knowledge on how to operate a social enterprise.</li> <li>More information about best practices of the industry.</li> <li>More Switch2Save ambassadors - persons who are willing to make the switch.</li> </ul>

Resources on offer		Needs
Who?	What?	What ?
Bahay Kubo Organics	<ul style="list-style-type: none"> <li>Provider of aqua-ponic farming system services.</li> <li>Support in all-natural organic produce.</li> </ul>	<ul style="list-style-type: none"> <li>Greater access to funding and finance.</li> <li>Greater agricultural and aquaculture know-how and expertise.</li> <li>Incentives to move towards renewable energy sources.</li> </ul>
Jimeno Cope & David Law Firm	<ul style="list-style-type: none"> <li>Legal advice or assistance to social organizations or social entrepreneurs.</li> </ul>	<ul style="list-style-type: none"> <li>Advice and guidance on running a family farm to grow sustainable produce and provide jobs to the people of Batangas.</li> <li>Increase participation in social advocacies.</li> </ul>
Solar News Channel	<ul style="list-style-type: none"> <li>Support in marketing and information channels.</li> </ul>	<ul style="list-style-type: none"> <li>Increased participation in social advocacies.</li> </ul>
Muni Ph	<ul style="list-style-type: none"> <li>Platform for socially and environmentally conscious people to share ideas online and network offline.</li> <li>Marketing and event management services for social enterprises.</li> <li>Lifestyle guide for conscious shopping, food, travel and events.</li> </ul>	<ul style="list-style-type: none"> <li>Volunteers such as writers, designers and project/event managers to help spread the word.</li> </ul>
Lopez Group Foundation, Inc.	<ul style="list-style-type: none"> <li>Program to address behaviour of vulnerable communities such as abused children, marginalized people and African communities.</li> </ul>	<ul style="list-style-type: none"> <li>New sponsors and partners to invest in and develop educational programs on the Knowledge Channel.</li> </ul>
RFM Foundation / HuniPH	<ul style="list-style-type: none"> <li>Support in documenting best practices and social innovations as well as in recognizing the organizations and persons behind them.</li> <li>Support in delivery of eco-events to reach stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Further develop the process of documenting and publishing successful social innovation and sustainable practices, from business models and social frameworks to operations.</li> <li>Better sharing of metrics and standards on social outcomes and impacts.</li> </ul>
Tripid Philippines, Inc.	<ul style="list-style-type: none"> <li>Knowledge and access to technology.</li> </ul>	<ul style="list-style-type: none"> <li>Greater access to funding and finance.</li> </ul>
Management Association of the Philippines	<ul style="list-style-type: none"> <li>Support from organizations such as the Philippine Chamber of Agriculture &amp; Food and Technical Vocational School Association of the Philippines.</li> </ul>	<ul style="list-style-type: none"> <li>More government support and public infrastructure.</li> </ul>
Bahay Kubo Organics	<ul style="list-style-type: none"> <li>Replicable social enterprise as a business model.</li> <li>Support the government in sustainability projects.</li> <li>Communication skills to support the upcoming entrepreneurs.</li> </ul>	<ul style="list-style-type: none"> <li>Financial institutions willing to finance new entrepreneurs.</li> <li>Data on the performance of innovative business models.</li> <li>Greater recognition and appreciation of sustainable concepts and innovation through media exposure for reliable information.</li> <li>More training on entrepreneurship skills for communities with the aim of support existing business and encourage new start-ups.</li> <li>Liberal sources of finance and credit terms that address the unique needs of social enterprises.</li> <li>Development of an implementation framework for existing and upcoming policies.</li> </ul>



 Global Network on Sustainable Innovation and Entrepreneurship



Global Network on Sustainable Lifestyles

# THE WAY FORWARD

## KEY STRATEGIC ACTIONS

As a final stage of the workstudio participants discussed the necessary actions to address negative impacts on and from lifestyles and, consequently, to facilitate business and social innovation that enables sustainable living. The inputs are summarized below:

### Information, networking and communication

- Access to information on best practices and learning from across different impact areas is fundamental to scale up innovation and encourage sustainable living. Efforts must be directed toward communicating, cataloguing and disseminating best practice and learning.
- Strengthen communication and cooperation among the participants and stakeholders as a whole by joining and using the Global Network on Sustainable Lifestyles ([www.vision2050.net](http://www.vision2050.net)) and the Global Network for Sustainable Innovation and Entrepreneurship ([www.scaling-up.net](http://www.scaling-up.net)).
- Participants with access to the media (through their columns) that are committed to write (or continue to write) about sustainable lifestyles to build awareness and support.
- Participants also indicated that support was needed to raise awareness about sustainability through their respective social media activities.

### Education and Capacity-building

- The Lopez Foundation shared their view that the Knowledge Channel can be tapped as a platform to change children's behaviour and attitudes concerning sustainable lifestyles.
- The Women's Business Council of the Philippines (WBCP) offered to mentor or provide advice to new entrepreneurs on business finance issues.
- Participants also shared that they will recommend sustainable lifestyle-related courses for the academic community/schools to consider for inclusion in curricula.
- Mansmith Fielders, a capability-building agency, discussed the Day 8 Business Academy and offered free marketing training to entrepreneurs and business operators.

### Urban Development and Climate Change

- Entrepreneurs that participated in the workstudio were encouraged to integrate climate change adaptation into business strategies and activities.
- Participants called for collaboration to educate new local government officials on sustainable urban initiatives. There was a Philippine election slated for May of 2013.
- GIZ chapter Philippines announced that the Bohol tourism office is looking for local partners (green architects/ partners) to support its greening program entitled Promotion of Green Economic Development (ProGED).

### Environmental governance

- Efforts need to be directed toward documenting and reporting reliable information on environmental standards and performance of both public and private organizations. Transparency is essential to evaluate sustainability performance and increase stakeholder engagement which are both critical elements of sound environmental governance.

### Local government engagement

- Politicians should strive for the development of smart cities by enabling green buildings, promoting renewable energy sources, and providing sustainable public transportation, among other measures.

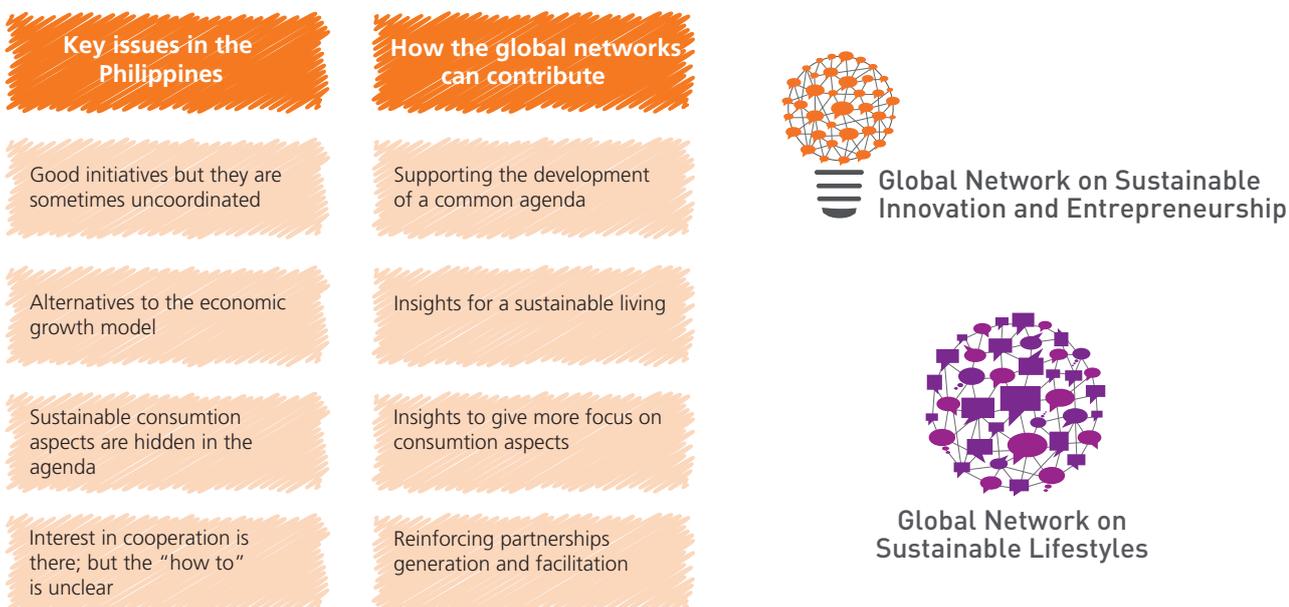
### Young leaders

- Strengthen youth engagement with sustainable lifestyles by funding of youth environmental organizations and integrating SCP topics and discussions in academic curricula.

## ASSISTANCE FROM GLOBAL NETWORKS AND FURTHER ACTION

The Global Network on Sustainable Lifestyles ([www.vision2050.net](http://www.vision2050.net)) and Global Network on Sustainable Innovation and Entrepreneurship ([www.scaling-up.net](http://www.scaling-up.net)) can assist with driving the above noted actions forward in the followings ways:

- **Facilitating discussion:** Create and facilitate online discussion groups on the Filipino workstudio findings and identified actions to move forward.
- **International connections:** Connect Filipino stakeholders with professionals from around the world to share experience.
- **Support on a needs basis:** Respond to specific queries and interests from local stakeholders in the Philippines.
- **Capacity building:** Assist with capacity building by providing insights into tools, international practice and experience, decision-making frameworks and other networks (online knowledge centres).



It is noted that there is a need for local ownership to drive these recommendations forward. The global networks ([www.scaling-up.net](http://www.scaling-up.net) and [www.vision2050.net](http://www.vision2050.net)) can act as platforms for additional discussion and collaboration among Filipino and global stakeholders.

The chart synthesizes the key issues in the Philippines related to the promotion of sustainable lifestyles and the potential contribution of the Global Networks toward these issues.

The outcome of this workstudio and subsequent actions through the Global Networks will make a significant contribution toward on-going research on sustainable lifestyles. Along with the background research, the present publication will serve as input toward recommendations to international donors and will also form a component of the BIG2050 project final report.

## ACTION ROADMAP

The Action Roadmap that follows presents a pathway for collaboration for sustainable lifestyles through innovation and competitiveness in the Philippines. The figure is based on a synthesis of the outputs of the workstudio sessions and the Philippines background study that was undertaken in preparation for the workstudio.

## ACTION ROADMAP

Note to the reader: for better view of the action roadmap please enable the 2-page display of your reader

## PATHWAY TO

### CURRENT TRENDS

#### IMPACT HOT SPOTS:

- Fast-growing economy, paving its way to become the world's 16th largest economy by 2050
- Not-inclusive and unsustainable model of development in a country with high social inequity (poverty rate of 18.42%)
- Rapidly growing wealthy population, foreseen to be around 50% larger and counting on a nine-fold income increase by 2050
- Still very young population until 2050, within the age range when individuals tend to consume most in their lifetime
- Building sector is on the rise, due to the intense urbanization process
- High death rates due to both malnutrition and obesity, being the second trend connected to the growing fast-food industry
- Over fishing due to export demands
- Growing consumption of energy, responding the transport sector for the largest share of the total final energy consumption (37.7% in 2009)
- Growing number of vehicles, increasing pollution in urban areas

#### ONGOING APPROACH:

- Sustainable innovations and promising partnerships are already flourishing, but they still constitute isolated endeavors scattered across the country
- Lack of a national sustainable lifestyle agenda and a supporting policy strategy
- Need for funding
- The financial sector still operates "as usual" and is not supportive to sustainable innovations
- Sustainable development is not an overall objective of big businesses and industries, and is largely confined to the actions of CSR departments
- Educational and communication systems are not devoted to develop and share sustainability knowledge and information
- Weak connections and few collaborations among stakeholders

#### DRIVERS:

- Environmental drivers (mainly environmentally driven technologies)
- Economic drivers (such as sustainable business models and new economic drivers)
- Political and social drivers, such as policy tools, social innovation, etc.
- The development, leveraging and scaling up of social and economic enablers to the process of moving towards sustainable living

### ACTIONS FOR SCALING UP INNOVATIVE LIFESTYLES

#### ESTABLISHED ONGOING ACTIONS:

- Successful alternative business enterprises dedicated to sustainable living
- Educational and research programs focused on sustainable living
- Consultancies on fostering inclusive businesses and developing initiatives

#### ACTIONS BEING CONSIDERED AND INITIATED:

- Government plan to promote inclusive economic growth
- Development of programs to engage communities in sustainable living of natural regions

#### REQUIRED BUT STILL NOT STARTED ACTIONS:

- Development of a multi-stakeholder information system
- Innovation of academic curricula to include sustainable living and empower society for change
- Environmental engagement of local governments and industries
- Development of the SCP business case for SMEs and industries
- Promotion of capacity building to entrepreneurs and industries as environmental performance reporting

### OPPORTUNITIES TO PROMOTE AND SCALE UP IMPACTS

- Large spectrum of potential partnerships among stakeholders for mutual collaboration and support, yet to be established
- Networking and sharing through the Global Networks ([www.vision2050.net](http://www.vision2050.net); [www.scaling-up.net](http://www.scaling-up.net))
- Several environmental-related laws and policies already in place, waiting for proper implementation
- Availability of financial resources from the fast and strong economic development
- Mass media as a tool to advance sustainable lifestyles through information campaigns
- Revival of cultural heritage and traditional habits

## CHANGE

gy) are considered appropriate to promote urban-rural development, economic models) are suited for sustainable energy generation, and resource use and behavioral change, are considered relevant enablers of change for the overall process of bridging the gap between today and 2050. Economic innovations and their positive impacts constitute essential

## IONS AND ENABLING SUSTAINABLE

to the sustainable production and retailing of products. Sustainability issues, such as organic farming and sun-powered designing sustainable products, as well as alternative finan-

ED: with that advances sustainable resource use in waste disposal activities and environmental stewardship

IONS: tem to gather, classify and share best practices and learn from living as a guiding line for education, in order to prepare and youth leaders in industries by the financial sector and reinforcement of environmental governance actions, such

## CHALLENGES THAT ARE HOLDING CHANGE BACK

- Making a breakthrough in mainstream business models in a non-supportive environment
- Cultural "inflexibility" to visualize the concrete possibilities to change lifestyles
- Lack of political will and engagement
- Sustainable development is still confined to the actions of CSR departments and does not constitute an overall objective of big businesses and industries

## VISIONS TO 2050

### FUTURE SCENARIO:

- Poverty is eradicated, enabling the transition to a fair and egalitarian society
- Urban-rural development is addressed as an important issue, receiving the necessary investment for infrastructure and connectivity among regions
- Efficient and responsible use of energy, water and other natural resources
- Food production is basically organic, there is access to deep sea fish by the population and the eating habits are healthier and more sustainable
- Making the most of public transport and car sharing options
- Closer cooperation and relationship inside communities

### KEY PILLARS:

- Public infrastructure and policy support for sustainable living
- Funding and microfinance loan to support new ventures, integration of innovations to existing companies, research programs and art / culture development
- Strong sustainability-oriented educational and training system
- Strong investment in research for sustainable lifestyles
- Connectivity and mutual support among stakeholders towards sustainable lifestyles, including the engagement of communities
- New business models and value chains engaged in creating social and environmental value through priorities such as human development and sustainable resource use

# THE WORKSTUDIO STORY IN IMAGES

The following images illustrate elements of the March 21, 2013 workstudio event that held at the Dusit Thani Hotel in Manila.



ECHO team ready to start the day!



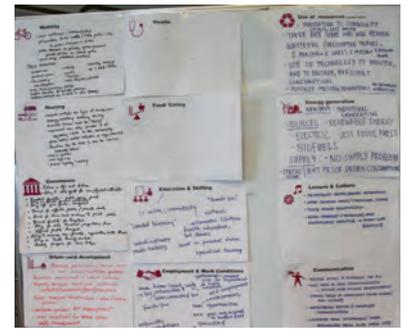
Arrival and Registration



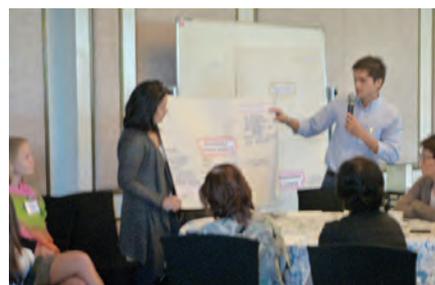
Selection of roundtables for the afternoon



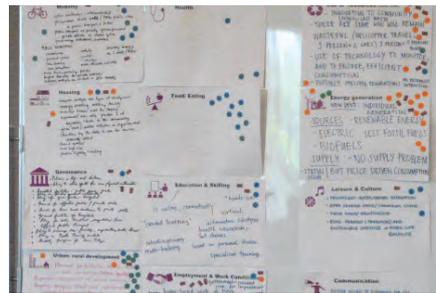
Keynote speakers motivating the audience



The first part of the visioning session: analysing future consumer lifestyles and crafting scenarios

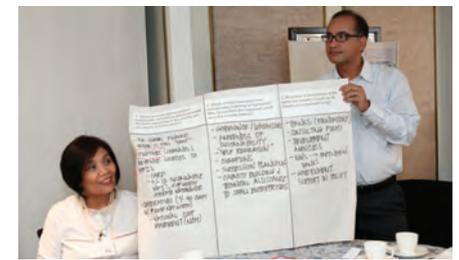


Illustrating the vision and discussing pathways to get us there... acting today

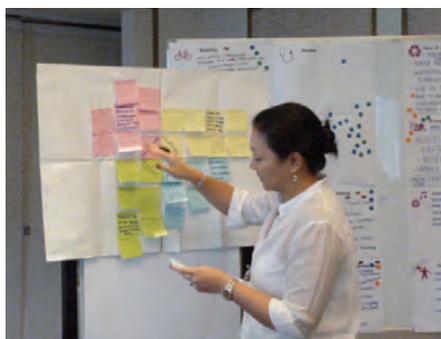


Finalizing the backcasting process: Prioritizing impacts and drivers

Broadcaster TJ Manotoc interview of CSCP and ECHOsi



Interactive roundtable discussions and presentations



Creating the action plan and open presentation of needs and business offers for the way forward

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# ANNEX 1

## PROJECTS CONTRIBUTING TO THE NETWORKS

About the two collaboration projects with the German Ministry for Economic Cooperation and Development.



### BUDDING IDEAS GLOCALLY FOR 2050 – BIG2050

#### Project objectives:

- Identify critical environmental and social impacts associated with current consumer trends, consumption patterns and lifestyles – across different global contexts;
- Encourage the transition to a resource efficient future by communicating and fostering innovation for more sustainable ways of living.



BIG2050 was launched at Rio +20 in June of 2012 and has begun to collect promising practices and examples of sustainable ways of living from around the world. Through multi-stakeholder workshops, this project will explore the environmental and social impacts, consumer trends and aspirations, and future visions of more sustainable lifestyles across five countries: China, Colombia, Ghana, the Philippines and Germany. This project also launched the Global Network on Sustainable Lifestyles, available at [www.vision2050.net](http://www.vision2050.net).

### BUSSINESS INNOVATION FOR SUSTAINABLE SCALE-UP – BISS

#### Project objectives:

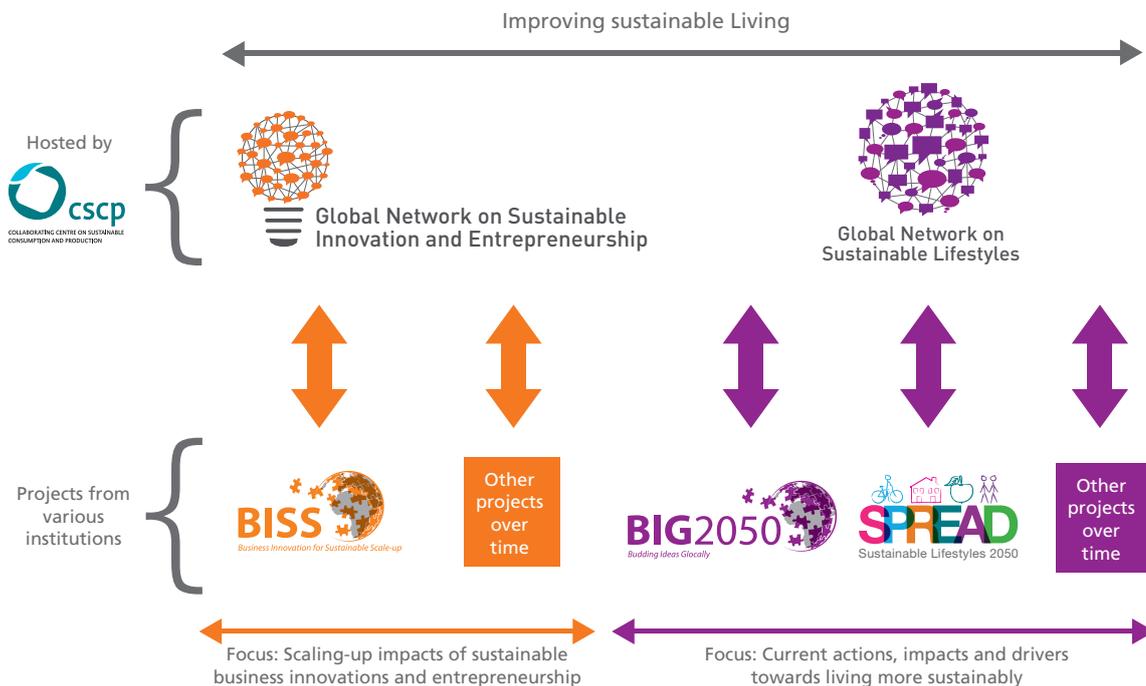
- Identify and assess innovative sustainable business models and success factors to scale up sustainable living impacts.
- Link knowledge and practice on innovation, entrepreneurship, and sustainable living and strategies and tools for implementation and scale up.



BISS was launched at Rio+20 in June of 2012 and has developed a Sustainable Innovations Framework, which will be used to identify the five key success factors to scale up sustainable business innovations. The project will run Workstudios in parallel with BIG2050, host webinars and provide research and building blocks for the Global Network for Sustainable Innovation and Entrepreneurship, available at [www.scaling-up.net](http://www.scaling-up.net).

### BIG2050, BISS AND THE GLOBAL NETWORKS

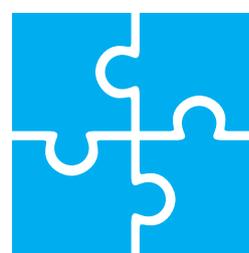
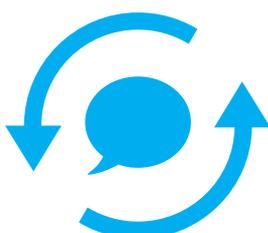
The unique features and synergies between the BIG2050 and BISS projects and the global networks are shown in the illustration below. Both networks (and their underpinning projects) aim to address a different aspect of sustainable living.



## ANNEX 2

### WORKSTUDIO PROGRAM

<i>Time</i>	<i>Session</i>	<i>Speaker</i>
8:30 – 9:00	Registration	
9:00 – 9:15	Welcome from the CSCP and introduction to the Global Networks	Cheryl Hicks (CSCP)
9:15 – 9:30	Welcome from ECHOsi Foundation	Jeannie Javelosa (ECHOsi Foundation)
9:30 – 9:45	The direction of sustainability in the Philippines	Pacita Juan (Women's Business Council)
9:45 – 10:00	Break	
10:00 – 13:00	Filipino lifestyles – a journey to the future	Facilitation: Ginnie Guillen (CSCP)
13:00 – 14:00	Lunch	
14:00 – 16:00	Innovation and entrepreneurship for sustainable living - Making collaboration work! Roundtable discussions*	Facilitation: CSCP
16:00 – 16:15	Break	
16:15 – 17:00	The way forward – Action planning	Facilitation: CSCP
17:00 – 18:00	Networking	



## ANNEX 3

### CSCP WORK ON VISIONING AND METHODOLOGIES

Objectives of visioning workshops:

- Perform social research on impacts and drivers that lead to sustainable lifestyles
- Support participants to envision responsible new ways to engage different stakeholders in the co-creation of visions and scenarios of a common future.
- Appeal to the participant's emotional side as well as their rational understanding to enable creative problem solving.

Use immersive tools to:

- Engage participants in future thinking
- Challenge assumptions about the future that participants want to be part of
- Introduce the scientific-planning methodology of backcasting
- Invite other stakeholders to the dialogue and action
- Deepen participant understanding of the evolving dynamics that will drive consumer behaviour over the coming several decades
- Tap into potential social innovations

Among these tools, the most used are a wide array of “personas from the future”, which are used to help understand the needs and lifestyles of people living in the future and support participants to “get into the shoes” of other consumers.

These methodologies are normally applied within group settings that support dialogue and agreement, as well as introspection and a challenge to participants to reconsider their assumptions.

Sessions are facilitated to ensure the collection of outcomes, which are to be presented both in graphical and text formats. Outputs of the visioning sessions serve as findings to create recommendations, enable targeted discussions and conduct detailed planning-backcasting processes.

The CSCP has developed and adopted these tools and methodologies to apply in different industries and for different purposes. Some of these methodologies were developed in collaboration with partners such as the European Environment Agency, Nokia, Deutsche Telekom, and the Global e-Sustainability Initiative (GeSI). Output documents can be downloaded from the Global Network on Sustainable Lifestyles' knowledge centre.



## ANNEX 4

# ELABORATING ON THE DRIVERS FOR SUSTAINABLE LIFESTYLES IN 2050

Aside from generally analysing the different categories of drivers and relating these to impact areas as enablers of change, participants were also grouped in discussion tables to more deeply explore the range of actions and instruments that the drivers could bring about and their associated opportunities and barriers.

To facilitate the discussions the driver categories were subdivided into five approaches: (i) social innovation, (ii) behaviour change, (iii) sustainable business models, (iv) efficient value chains & new economic models, and (v) policy tools.

Each group discussed a different approach, guided by two main questions:

1. What concepts, instruments and frameworks are needed today and what role does each stakeholder play to make them work?
2. What barriers and opportunities exist to overcome or support the objectives for sustainable living in the Philippines in 2050?

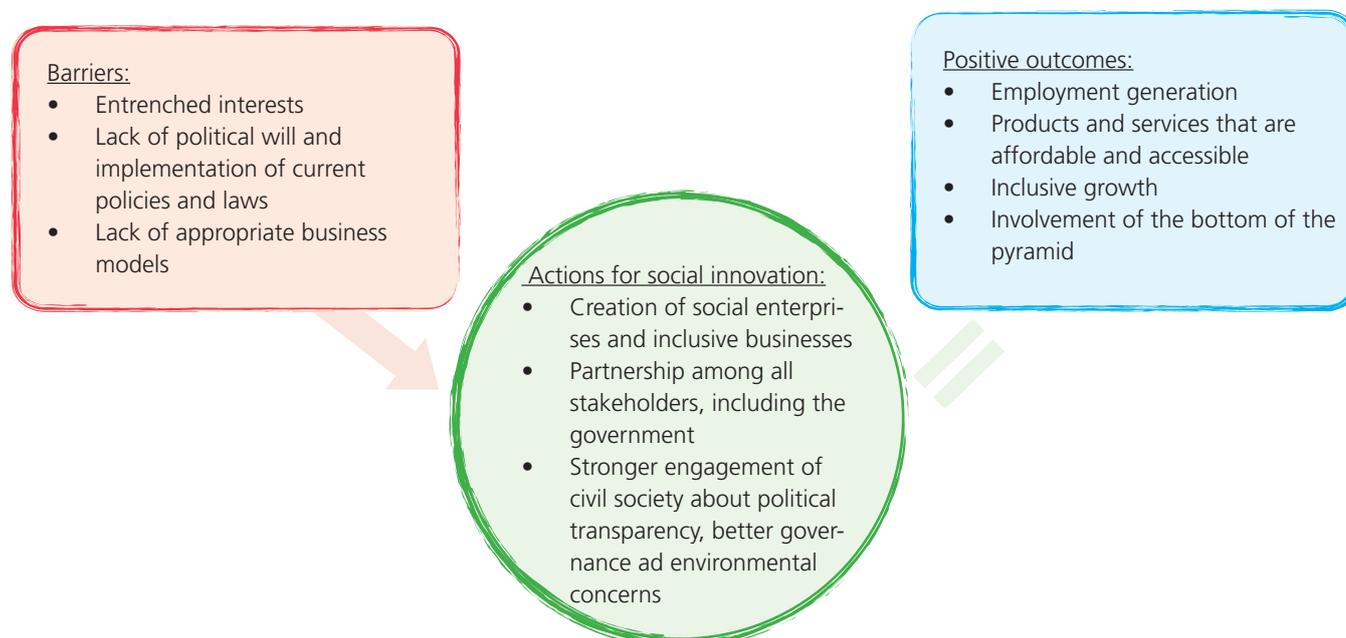


*Discussing pathways to the desired vision and prioritizing the impacts and type of measures needed today*

The results are presented below clustered by driver.

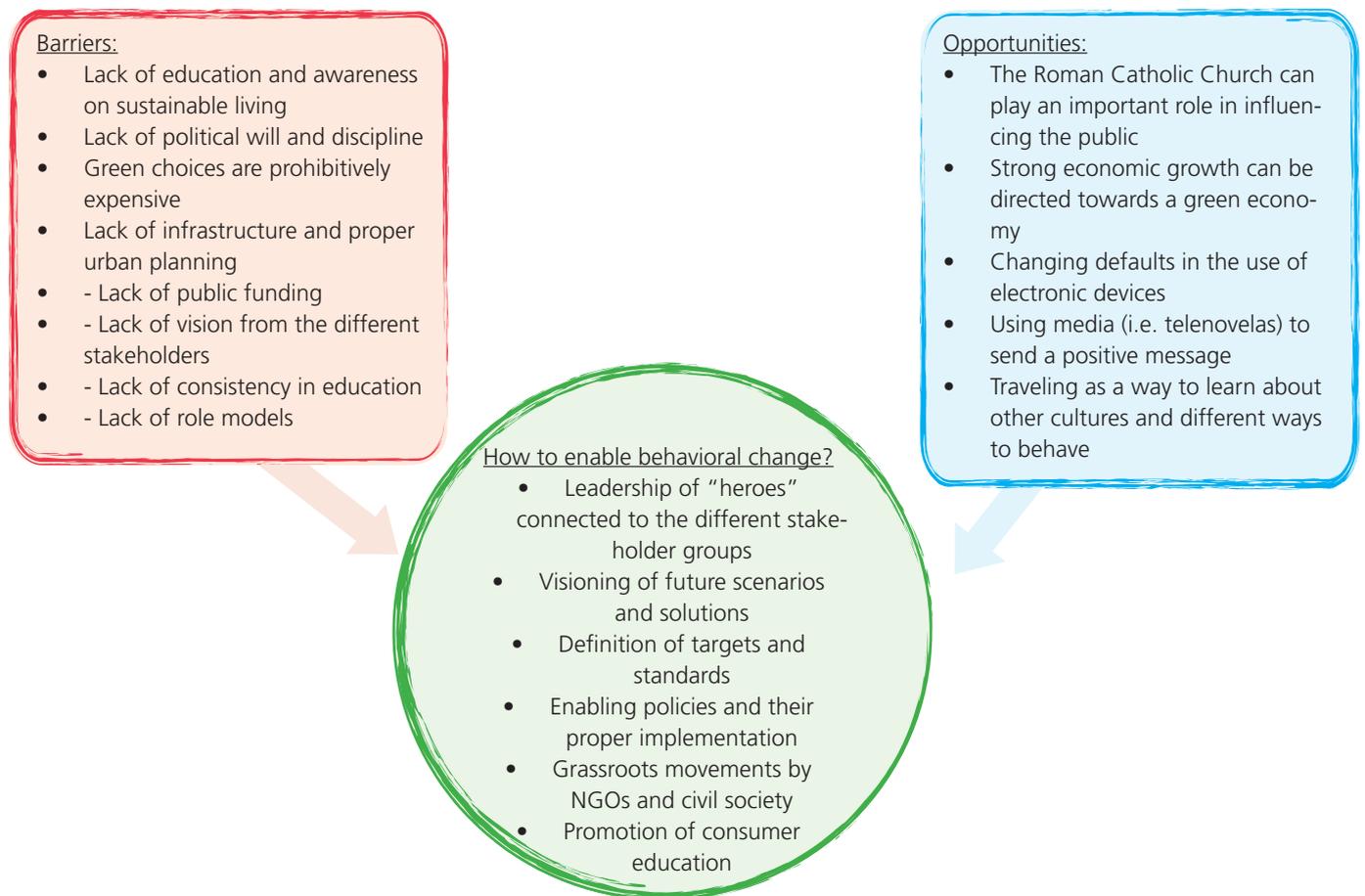
### Social innovation:

The discussion on how social innovation might facilitate future sustainable living identified practical actions and positive outcomes that may arise from those actions as well as barriers that will need to be overcome. The discussion is summarized as follows:



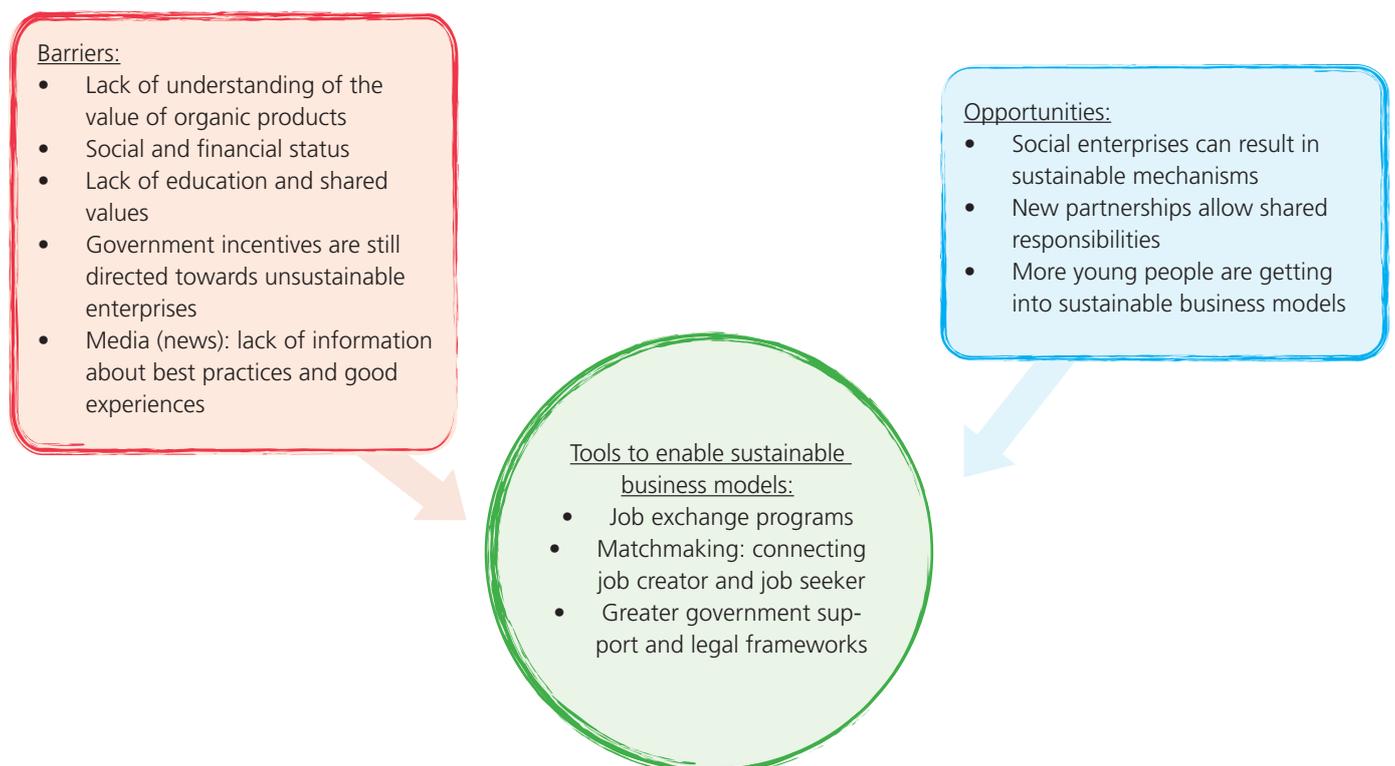
### Behaviour change:

Changing behaviour to support sustainable living depends on the application of crucial concepts and instruments by a range of stakeholders. To create behaviour change there are both opportunities to take advantage of and barriers that will need to be overcome. The chart below presents a summary of these barriers and opportunities.



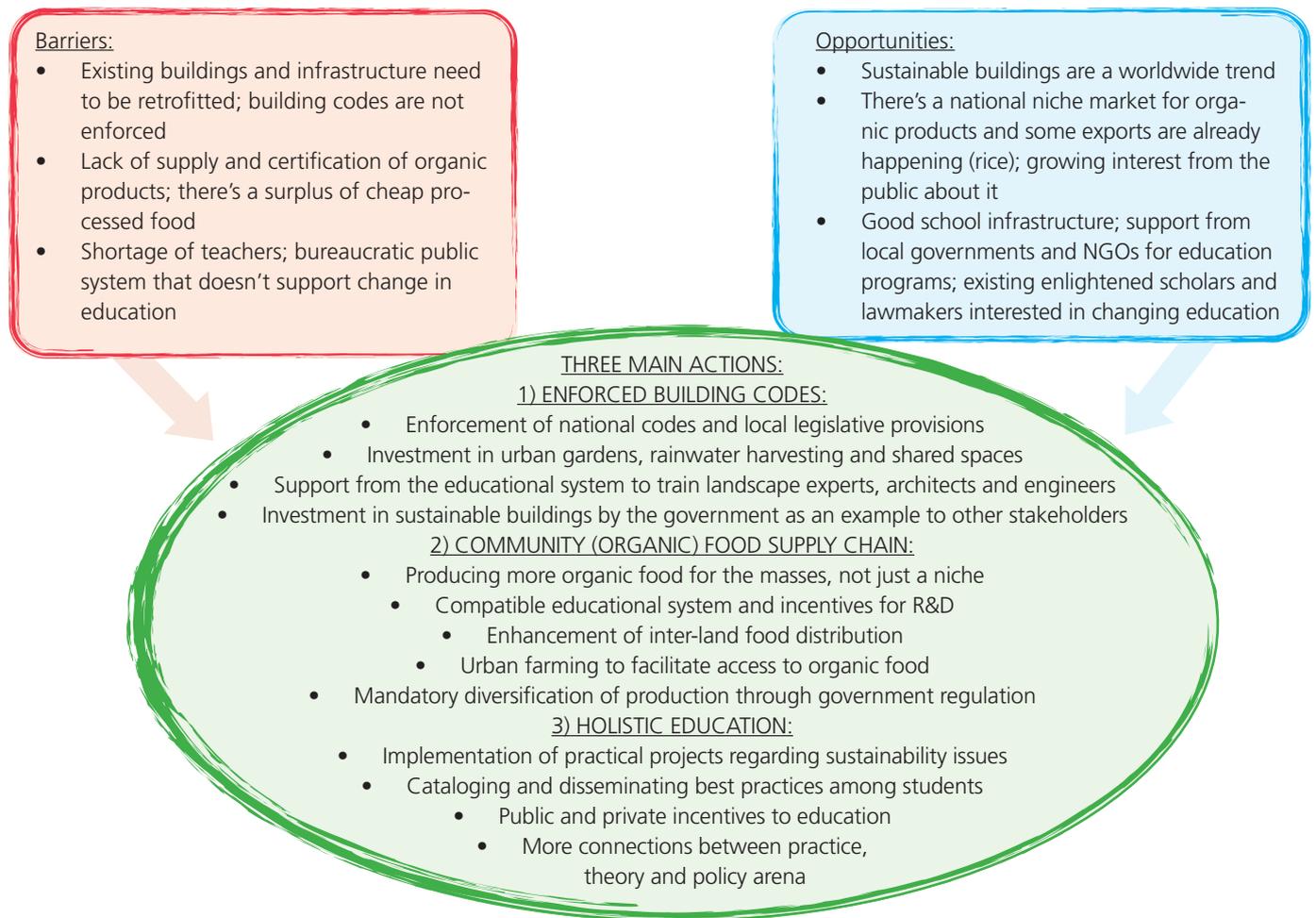
### Sustainable business models:

Developing new sustainable business models to support sustainable living presents significant new business opportunities. To take advantage of these opportunities, a number of barriers will need to be overcome. The chart below presents a summary of these barriers and opportunities.



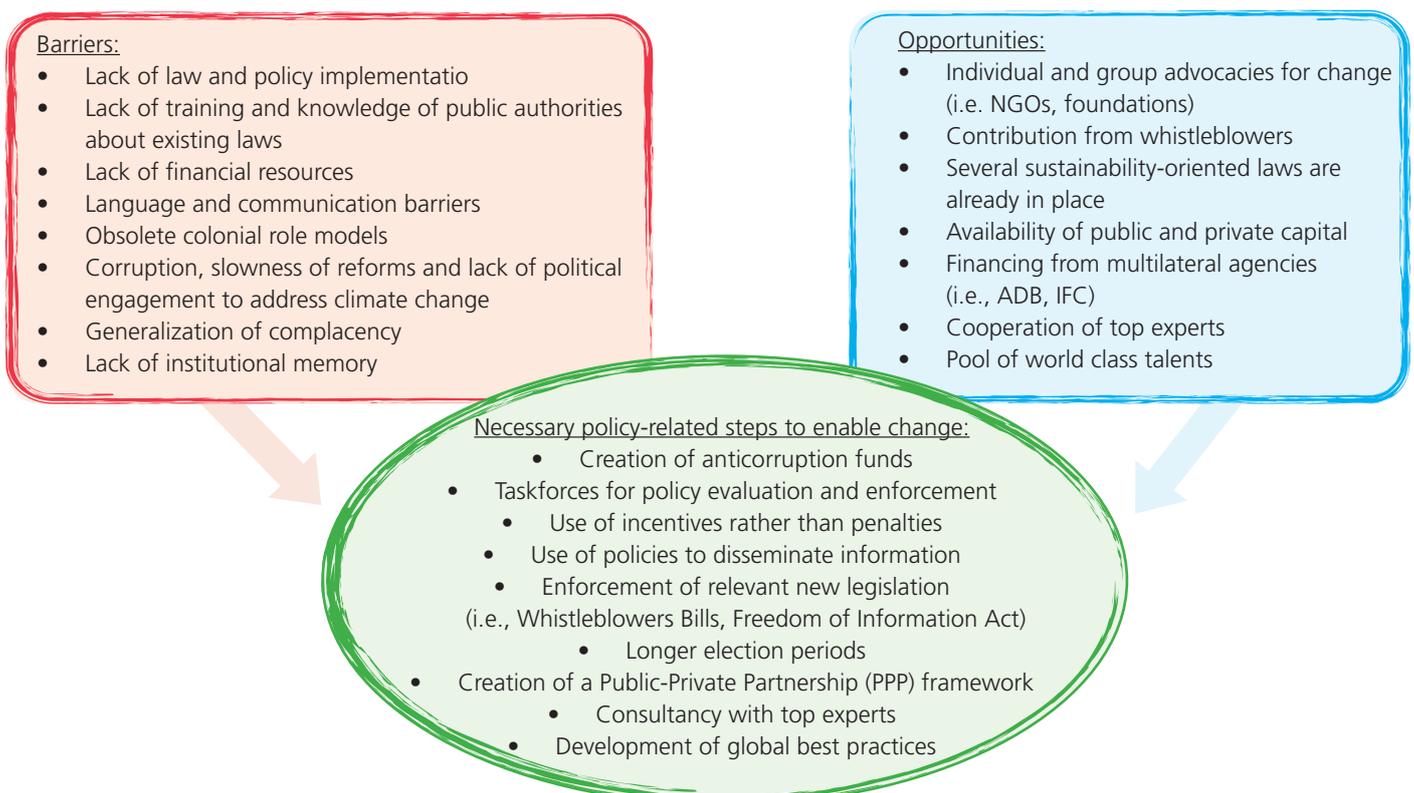
### Efficient value chains / new economic models:

At this discussion table, three main actions were highlighted as essential steps to bring about value chains and economic models that serve to enable sustainable lifestyles: compulsory building codes, community food supply chains and holistic education. The chart below presents these steps and related barriers and opportunities:



### Policy tools:

The discussion of how government policy can help bridge the gap between our current reality and a sustainable future scenario encompassed the identification of a number of concepts and policy instruments as well as corresponding barriers and opportunities. The chart below presents a summary of the concepts, policy instruments and barriers and opportunities.



## ANNEX 5

# FILIPINO SUSTAINABLE INNOVATION SUCCESS STORIES

### APO ISLAND

**Field of impact:** Resource use, employment & work conditions.

**Short description:** After nearly collapsing because of destructive fishing methods the region became a marine sanctuary in 1982 with the support of researchers from Silliman University and local fishing families. The initiative enabled the regeneration of the marine ecosystem, the restoration of the fishermen's source of income and the promotion of ecotourism in the area.

**Website:** <http://www.aposhore.com>

**Logo:**



### AYALA ALABANG VILLAGE

**Field of impact:** Housing, urban-rural development.

**Short description:** This initiative is an inclusive urban zoning program in Alabang, a suburb of Metro Manila. The employee housing project led by Ayala Corporation aims to create an egalitarian community where people of different income levels share common facilities and services.

**Website:** <http://www.aava.ph/index.php>

**Logo:**



### BAGOG BUHAY PROGRAM

**Field of impact:** Education & skilling, urban-rural development, resource use.

**Short description:** The program is promoted by the Phinma Property Holdings Corporation CSR department. The program has three main approaches: (i) Adopt-a-Barangay to provide skills training to communities surrounding the company's properties, (ii) Build-from-scrap to donate excess construction materials to these communities to build community infrastructure, and (iii) Environmental stewardship to integrate green innovation into company projects.

**Website:** [http://www.phinmaproperties.com/phinma\\_properties\\_csr.html](http://www.phinmaproperties.com/phinma_properties_csr.html)

**Logo:**



## CAMSUR

**Field of impact:** Resource use, housing, leisure & culture.

**Short description:** The region benefited from a multi-stakeholder initiative to provide housing to poor local communities, especially the Gawad Kalinga communities. Aside from improving the livelihoods of the local people the initiative boosted ecotourism in the region.

**Website:** [www.camarinessur.gov.ph](http://www.camarinessur.gov.ph)

**Logo:**



## CREATING SHARED VALUE PROGRAM

**Field of impact:** Nutrition, resource use, urban-rural development.

**Short description:** Nestlé's program aims to promote social and environmental development in three main areas: (i) nutrition by providing nutritious and quality products, (ii) water by using water more efficiently during manufacturing and distribution processes, and (iii) rural development by supporting the development of farmers from the rural areas that supply the company's raw materials.

**Website:** <http://www.nestle.com/CSV>

**Logo:**



## DAVAO DEL SUR

**Field of impact:** Resource use.

**Short description:** Due to the degradation of its coastal resource base this province implemented a community-based marine resource management strategy that focuses on developing local resource management plans, providing technical assistance, conducting training for local communities and monitoring progress.

**Website:** <http://www.dilgxi.org/v1/>

**Logo:**



## DE LA SALLE UNIVERSITY-MANILA'S GRADUATE PROGRAMS AND RESEARCH CENTRES

**Field of impact:** Education & skilling.

**Short description:** De La Salle University-Manila hosts masters programs focused on environmental topics, such as the M.Sc. in Environmental Science and Ecosystem Management, as well as research centres dedicated to sustainable innovation, such as the Center for Engineering and Sustainable Development Research.

**Website:** <http://www.dlsu.edu.ph/>

**Logo:**



## DONSOL

**Field of impact:** Resource use, leisure & culture

**Short description:** The region promotes community-based whale shark ecotourism and coastal resource management.

**Website:** [http://wwf.panda.org/what\\_we\\_do/endangered\\_species/pelagic\\_sharks/?UprojectID=PH0886](http://wwf.panda.org/what_we_do/endangered_species/pelagic_sharks/?UprojectID=PH0886)

**Logo:**



## ECHOSI FOUNDATION

**Field of impact:** Education & skilling, employment & work conditions, resource use.

**Short description:** With its start in 2012 the foundation is a non-profit organization that seeks to empower marginalized groups, women, and cultural communities by training them on retail, marketing, packaging, and design for sustainability.

**Website:** <http://www.echosi.org.ph/default.asp>

**Logo:**



**FEATURING AT:**



## ECHOSTORE

**Field of impact:** Urban-rural development, resource use, nutrition.

**Short description:** This initiative is a social enterprise that performs a range of activities along the supply chain from farm production to retail in stores and cafes to offer fair trade products while assisting local communities to improve their livelihoods.

**Website:** <http://www.echostore.ph/>

**Logo:**



**FEATURING AT:**



## FARMERS ENTREPRENEURSHIP PROGRAM

**Field of impact:** Urban-rural development, employment & work conditions.

**Short description:** The program is hosted by Jollibee Foods Corporation which is the largest fast-food chain in the Philippines. The program offers small Filipino farmers the opportunity to be direct suppliers of Jollibee's supply chain

**Website:** <http://www.jollibeefoundation.org/content/view/19/33/>

**Logo:**



## GAWAD KALINGA

**Field of impact:** Housing, nutrition, urban-rural development, resource use.

**Short description:** This NGO advocates for poverty alleviation through projects that help poor communities improve housing conditions, food security, land fertility and agricultural productivity.

**Website:** <http://www.gk1world.com/>

**Logo:**



## GIFTS & GRACES FAIRTRADE FOUNDATION

**Field of impact:** Employment & work conditions, poverty, entrepreneurship

**Short description:** This social enterprise markets fair trade products produced by marginalized communities in partnership with NGOs.

**Website:** <http://www.giftsandgraces.com/>

**Logo:**



## HABITAT FOR HUMANITY

**Field of impact:** Housing.

**Short description:** This NGO addresses the housing needs of the country by building homes through partnerships with government and with families that help to build and pay for their house costs.

**Website:** <http://www.habitat.org.ph/site/index.php>

**Logo:**



## HUMAN NATURE

**Field of impact:** Resource use, community development.

**Short description:** This social enterprise retails primarily beauty and body care products while focussing closely on environmental and social aspects of the business. Aspects include the origin and health aspects of product components and community engagement with organic farming that supplies high quality and sustainable raw materials.

**Website:** <http://www.humanheartnature.com/>

**Logo:**



## IDEASPACE

**Field of impact:** Technology related to different fields of impact (communication, energy generation, transport).

**Short description:** This organisation delivers a multi-stakeholder program that provides funding and grants for qualified technology projects with the aim transforming the resulting solutions into successful commercial projects.

**Website:** <http://ideaspace.ph/>

**Logo:** 

## ILOG MARIA

**Field of impact:** Resource use, health.

**Short description:** This business operates honeybee farms to produce local, natural and chemical-free products for household and personal care.

**Website:** <http://www.ilogmaria.com/>

**Logo:** 

## INVISIBLE SISTERS

**Field of impact:** Resource use, employment & work conditions, education & skilling, leisure & culture.

**Short description:** This social enterprise provides training to poor women to develop knitting and crochet skills to produce hand art using mainly industry waste.

<http://www.invisiblesisters.org/index.php>

**Website:**

**Logo:** 

## KAPIT BISIG PARA SA ILOG PASIG (KBPIP)

**Field of impact:** Resource use, housing, urban-rural development.

**Short description:** This multi-stakeholder program led by ABS-CBN Foundation, Inc. aims to rehabilitate Metro Manila's waterways by eliminating pollution and solid waste and relocating informal settler families that live by the estuaries of the Pasig River. Estero de San Miguel is one of the targeted regions of the project.

**Website:** <http://www.abs-cbnfoundation.com/kbpip/index.html>

**Logo:** 

## KNOWLEDGE CHANNEL

**Field of impact:** Education & skilling, communication.

**Short description:** This broadcaster operates TV and internet channels that broadcast programs to teach children academic and non-academic lessons based on the basic education curriculum of the Philippines. The broadcaster is part of a multi-stakeholder partnership.

**Website:**

<http://www.kchonline.ph/>

**Logo:**



## LA FRUTERA

**Field of impact:** Security, community development.

**Short description:** This organisation is the largest banana exporter in the Philippines. The company generates community benefits in conflict areas while producing fruit.

**Website:**

[www.lafrutera.com.ph/](http://www.lafrutera.com.ph/)

**Logo:**



## LAKE SEBU

**Field of impact:** Resource use, leisure & culture, employment & work conditions.

**Short description:** In Lake Sebu ecotourism is being mainstreamed in community-based natural resource management to improve livelihoods and to sustainably manage natural and cultural resources.

**Website:**

<http://lakesebuphilippines.blogspot.de/>

**Logo:**



## LIMCOMA MULTIPURPOSE COOPERATIVE

**Field of impact:** Resource use, employment & work conditions.

**Short description:** Located in the region of Batangas this organisation it is a resource management and entrepreneurship success story. What began as a small cooperative of backyard poultry and pig producers grew to become a million dollar cooperative characterized by large scale supply of meat processing products and community development.

**Website:**

<http://www.neda.gov.ph/knowledge-emporium/details.asp?DataID=121>

**Logo:**



## MCPI CORPORATION'S COMMUNITY PROGRAM

**Field of impact:** Employment & work conditions, resource use.

**Short description:** MCPI Corporation is a major Filipino supplier of seaweed as a raw material that offers marginalized farmers and fishermen a nature-friendly alternative source of livelihood by engaging these groups in the company's supply chain.

**Website:** <http://www.mcpicarrageenan.com/>

**Logo:**



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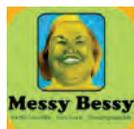
## MESSY BESSY

**Field of impact:** Housing, health, resource use.

**Short description:** This organisation is an enterprise that produces and retails non-toxic and biodegradable household cleaning products.

**Website:** <http://www.messybessy.com/>

**Logo:**



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## ORGANIC AGRICULTURE PROGRAM

**Field of impact:** Nutrition, education & skilling.

**Short description:** This initiative is an undergraduate program offered by Benguet State University in La Trinidad. The goals of the program are to prepare graduates to provide technical support in the development of the organic industry and marketing.

**Website:** <http://www.bsu.edu.ph/organic-agricultural-program>

**Logo:**



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## PINOYME FOUNDATION

**Field of impact:** Finance for sustainable innovation that addresses a range of impact areas.

**Short description:** This foundation is a social investment banker for microfinance institutions (MFIs) in the Philippines that cooperates with several sustainable MFIs.

**Website:** <http://www.pinoyme.com/>

**Logo:**



## RAGS2RICHES

**Field of impact:** Employment & work conditions, leisure & culture.

**Short description:** This enterprise markets personal and home accessories designed by world famous designers but produced locally by Filipino artisans.

**Website:** <http://rags2riches.ph/>

**Logo:**



**FEATURING AT:**



Global Network on Sustainable Lifestyles

## SAGADA

**Field of impact:** Resource use.

**Short description:** The region is an example of community-based forest management in the Philippines. This community forestry scheme was first initiated by the indigenous people that inhabit the area.

**Website:** <http://www.visitsagada.com/>

**Logo:**



## SINAG, SIKAT I AND SIKAT II PROJECTS

**Field of impact:** Energy generation, resource use, education & skilling.

**Short description:** These projects focus on the design and construction of solar cars in a multi-stakeholder partnership that involves primarily De La Salle University and private companies.

**Website:** <http://www.philsolarchallenge.org/>

**Logo:**



## SOLID WASTE MANAGEMENT PROGRAM

**Field of impact:** Resource use, employment & work conditions.

**Short description:** The program is promoted by Ayala Land, Inc. through its Ayala Foundation. The program provides jobs to poor communities for waste collection and segregation at company various facilities.

**Website:** <http://ayala-swmp.blogdrive.com/>

**Logo:**



## SUGAR LEAF

**Field of impact:** Nutrition, resource use.

**Short description:** Sugar Leaf is a restaurant and store that offers mostly organic and healthy food.

**Website:** <http://www.sugarleafph.com/>

**Logo:**



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## SUSTAINABLE COFFEE FARMING TRAINING PROGRAM

**Field of impact:** Resource use, employment & work conditions, nutrition.

**Short description:** Nestlé Philippines, Inc. promotes this program that aims to help farmers improve quality and quantity of their coffee that is purchased by Nestlé while at the same time provide support to help develop farming skills and improve livelihoods.

**Website:** <http://www.nestle.com/csv/case-studies/AllCaseStudies/Sustainable-Coffee-Farming-Training-Programme-The-Philippines>

**Logo:**



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## SWITCH2SAVE

**Field of impact:** A range of fields related to human development such as nutrition, health and housing.

**Short description:** This social enterprise provides funding to organizations dedicated to human development projects. Funding money is raised by selling everyday necessities such as water, rice and sanitary napkins

**Website:** <https://www.facebook.com/Switch2Save>

**Logo:**



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## THE HAPINOY SARI-SARI STORE PROGRAM

**Field of impact:** Education & skilling, entrepreneurship, employment & work conditions.

**Short description:** This multi-stakeholder project supports women owners of neighbourhood convenience stores (sari-sari stores) to improve their business through training courses on business management and personal development, and by providing support in obtaining tailored business financing.

**Website:** <http://www.hapinoy.com/>

**Logo:**



## THE ROAD REVOLUTION

**Field of impact:** Mobility, nutrition, urban-rural development.

**Short description:** The Road Revolution is an initiative backed by NGOs and civil society groups that advocate for a fair division of space taken exclusively by the roads with the aim to obtain proportional shares for sidewalks and pathways, bicycle lanes and greenbelts for edible gardens.

**Website:** <http://roadrevolution.ph/>

**Logo:**



## WALDORF SCHOOL

**Field of impact:** Education & skilling, leisure & culture.

**Short description:** Located in Manila the Waldorf School offers an alternative educational system based on Rudolf Steiner's teaching method that motivates creative thinking and links ordinary subjects (i.e., math, science, history) to artistic activities.

**Website:** <http://www.manilawaldorfschool.edu.ph/>

**Logo:**



## XEROX CORPORATION'S PRODUCT AND SERVICE DEVELOPMENT

**Field of impact:** Resource use.

**Short description:** Xerox Corporation adopted a range of environmental programs with the aim to provide energy and resource-efficient products and solutions to clients, and to reduce the use of toxic materials and heavy metals throughout the company's supply chain.

**Website:**

<http://www.xerox.com/about-xerox/environment/enus.html>

**Logo:**



## ZERO STYRO INITIATIVE

**Field of impact:** Resource use, education & skilling.

**Short description:** The initiative was initiated in 2008 with the aim of reducing the use of Styrofoam plastic within the De La Salle University campus and to support green food packaging. Later the project was also replicated in other university campuses, such as Zobel and Benilde.

**Website:** <http://www.benilde.edu.ph/default.asp?section=20&what=3000130>

**Logo:**





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Global Network on Sustainable Lifestyles

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Global Network on Sustainable Innovation and Entrepreneurship

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