

Climate Change Public Awareness and Communication: The Philippine Experience

**The Inter-Agency Committee on Climate Change
(IACCC) Secretariat**

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Information dissemination on the climate issues has been undertaken in the Philippines even prior to the adoption of the UNFCCC.

Rapid assessment of the Philippines' vulnerability to climate change initially served as the basis for alerting the general public to possible impacts of climate change.

An NGO, the Philippine Network on Climate Change (PNCC), was among the first groups to actively undertake information campaign about climate change issues as well as climate negotiations.

The National Environmental Education Action Plan (NEEAP)

Under the initiatives from the ASEAN Secretariat, the NEEAP was formulated and tried to integrate climate change concerns into the environmental education plan for the Philippines particularly, on raising awareness and active participation.

Preparation of the *National Action Plan* on climate change also served as an opportunity for awareness raising for climate change and more in-depth discussion among stakeholders, including local government executives and NGOs, on climate change mitigation and adaptation strategies.

Public Awareness, Education and Communication Initiatives

Information Campaign and Awareness Raising

 Initiated the establishment of the Climate Change Information Center (CCIC) based at the Manila Observatory now known as *Klima*

 Public Briefings primarily among government agencies such as:

- Department of Environment and Natural Resources
- Environmental Management Bureau
- Department of Public Works and Highways
- Department of Agriculture – Bureau of Soils & Water Mgt.
- National Economic and Development Authority
- Phil. Commission on Human Rights
- National Commission on Indigenous People
- Regional government offices and NGOs
- Local government units

Public Awareness, Education and Communication Initiatives

-  Initiated the adoption of the theme on *Addressing Climate Change* during the 1998 Annual General Assembly of the Phil. Association of Tertiary Level Institutions for Environmental Protection and Management (PATLEPAM)
-  Roundtable Discussions/Consultations
-  Conduct of lectures in academic institutions, symposia, seminars
-  Conduct of exhibits
-  Airing of radio plugs
-  Feature articles in national newspapers and magazines

Public Awareness, Education and Communication Initiatives

Development of Information Materials

-  Preparation and publication of several copies of the Philippines' Initial National Communication on Climate Change
-  Primer on Climate Change
-  Poster-Calendar
-  Fact Sheets on climate change and the CDM
-  Production of a video documentary on climate change

Public Awareness, Education and Communication Initiatives

Strengthening the Capacity of Policy Makers

Executive Briefings

- The Senate Committees on Environment and Foreign Relations
- The House Committee on Ecology
- Department of Environment and Natural Resources
- National Economic and Development Authority
- Department of Trade and Industry – Board of Investments

Public Awareness, Education and Communication Activities

Strengthening the Capacity of Private and Public Sectors

- 🌍 Technical Training Courses
 - GHG Emissions Inventory
 - CDM-related training courses
 - Basic Course
 - Major Steps in the CDM Project Cycle
 - Evaluation of CDM projects

Projects that have facilitated efforts on climate change public awareness and education

- Enabling Activity on Climate Change
 - Sponsored by the GEF, the project facilitated the preparation of the 1994 GHG Emissions Inventory as well as the conduct of training courses on GHG inventory
- Capacity Development for Clean Development Mechanism (CD4CDM)
 - With support from the Dutch Government and executed by the UNEP-Riso, the project aims to generate a multi-sectoral understanding of the opportunities offered by the CDM and to develop the necessary institutional and human capabilities to allow formulation and implementation of CDM projects.
- IGES Integrated Capacity Strengthening for CDM Program (ICS-CDM)
- NEDO/METI Capacity Building Initiatives on CDM

So the People May Know... What Can We Do About Climate Change?

Wherever you are, in an office, a store, a factory, in the great outdoors or on the road, in schools, or at home, there are bound to be opportunities to save energy.

AT WORK

- Turn equipment off when it is not in use, including computers, photocopiers, cash registers, and coffee makers, particularly overnight and on weekends.
- If your computer has integrated power management capabilities, ensure the system is configured to use them. Where printers and photocopiers have an energy-saver mode, make sure it is operating (machines are often shipped with this feature disabled).
- Avoid using a laser printer for draft quality printouts. From an energy perspective, the order of preference is ink-jet, dot matrix and laser.
- Use as little paper as possible. Printing, photocopying and faxing all use energy. Communicating electronically through e-mail and fax/modems is quicker, less expensive, more productive and healthier for the environment.
- Print and copy on both sides of paper. Double-sided printing or copying reduces paper costs, saves filing space and minimizes the amount of energy and fiber required for paper production.
- Use recycled paper (including unbleached paper) whenever possible.
- Encourage your employer to launch an awareness program to motivate employees to improve energy efficiency in the workplace.

ON THE ROAD

Vehicles are taking a heavy toll on the environment. The transportation sector is one of the largest producer of greenhouse gas emissions in the country.

Reducing energy consumption by vehicles – including the family car – will be a big part of the climate change solution. Here are some steps you can take to reduce your fuel consumption, operating costs and exhaust emissions.

- Leave the car at home – walk or bike for short trips. For longer trips, take the bus. One busload of passengers takes 40 vehicles off the road during rush hour, saves 70,000 liters of fuel and avoids over 175 tons of emissions a year.
- Avoid idling your vehicle – ten seconds of idling uses more fuel than restarting your engine.
- Keep to the speed limit. Driving at 100 km/hr burns 10% more fuel than driving at 90 km/hr. On the highway, maintain a steady speed to reduce fuel consumption.

ON SCHOOLS AND CAMPUSES

Since the early 1990s, campus greening initiatives have become common at schools and universities across the country. Although many of these initiatives may have been introduced as cost-saving measures, or as part of environmental education programs, they will help to reduce emissions in their communities. Types of initiatives include:

- Tree planting
- Alternative transportation programs (car pooling, use of school buses, etc.)
- Energy efficiency and alternative energy programs
- Waste management programs
- Green purchasing practices and policies

AT HOME

There are many practical things you can do to reduce greenhouse gas emissions, and a great place to start is at home. Here are some ways to reduce emissions, make your home more comfortable and save money.

- Turn off lights, appliances, television sets and computers when they're not needed.
- Check the Energy Efficiency Rating (EER) label. When buying new household appliances, room air conditioner or vehicle, the EER label can help you select the most energy-efficient model that meets your needs. The higher the EER rating, the better.
- Use energy-efficient lighting products, like compact fluorescent bulbs. They last 10 times longer and use 75 percent less energy than regular bulbs.
- Install low-flow showerheads, which use up to 60 percent less water than conventional showers. Fix leaky faucets immediately. At one drop per second, a single leaky washer wastes the equivalent of 16 hot baths every month.

Source: www.climatechange.gc.ca



OUR LIFESTYLE-DIET IS OUT IN THE OPEN.



Who says diet is all about food?

Awareness is the first step in reducing **CARBON** dioxide emissions in our daily activities.

Remember the heavy floods that took away many lives? What about the typhoons that came one week after another? And do you feel that it's getting warmer and warmer?

These are some effects of our climate changing too much too soon. Our modern way of living produces large volumes of CARBON dioxide from burning of fuels like oil, coal, and gas that disturb the balance of our climate.

We can make a personal commitment to reduce CARBON dioxide emissions from our everyday activities. Use less energy, conserve water, carpool, reduce waste, and recycle.

**Let's be on the
LOW CARBON DIET
for a HEALTHY CLIMATE.**

Be aware.

You too can do it.

To know more, TEXT
CHARITXT(space)KLIMA to 2378
(Globe and Touch Mobile)
and 386 (Smart, Addict
Mobile and Talk 'N Text),
or VISIT www.klima.ph



Poster on Low Carbon Diet

Gaps/Needs

- Integration of climate change issues into the curriculum, raising awareness on climate issues in academic/research institutions and the development of instructional materials for teachers
- Facilitate public access to information
Participation in international workshops, training and certificate programs for on-the job training
- Implement more focused training programs
- Encourage more partners

The way forward . . .

National

- Development of a long-term public awareness program on climate change and related information through the education system
- Development and production of information, education and communication materials

The way forward . . .

Regional

- Establishment of a regional network or clearinghouse to ensure a more strategic information dissemination.
- Sharing of IEC materials development

Thank you.

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